THE LITERARY DIGEST

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TOPICS OF THE DAY

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Acme photograph

"OUR AMBASSADOR WITHOUT PORTFOLIO" DELIVERING HIS MESSAGE OF AFFECTION FROM EUROPE

Colonel Lindbergh just after President Coolidge decorated him with the Distinguished Flying Cross. Note the President and Mrs. Coolidge leading the applause.

WHY THE WORLD MAKES LINDBERGH ITS HERO

HE CAME BACK TO HIS OWN PEOPLE to be welcomed with the mightiest, most tumultuous, most spontaneous tribute of affection ever given by a nation o a returning hero. "I wonder if I really deserve all this!" it it was Charles A. Lindbergh alone who had any doubts. hat the man was worthy of the reception seems to be the unanimous opinion of President and Governor, of the men of his own profession, of every citizen who saw him pass through rowded streets or listened in on radio descriptions of the Lind-rgh receptions—and the opinion of America no wise differed n that of Europe. Editors and correspondents have exhausted erlatives in describing the enthusiasm first in Washington, hen in New York. It was the kind of welcome, as a Colorado editor remarks, "reserved for the super-hero and accorded once in a century or so." "No such combination of honor, enthusiasm, and admiration has been prest on any other private citizen in our times," says the New York *Sun*. The Providence *Journal* even doubts "if any man of any age in the world's history has ever been the recipient" of such adulation and such honors as have been heaped upon this youth of twenty-five in the last few weeks. When Lindbergh appeared on the historic thoroughfares of the nation's capital, says the Washington *Post:*

> "He was given that frenzied acclaim which comes from the depths of people. Women saw in him the perfection of man, what they had conceived their husbands to be and what still constitutes their dream, and sought to take this man and embrace him. The men in turn experienced quick pulses of the heart and thought wistfully of things they might have done, things they would like to do, things they wished they had the nerve to do."

Then he came to New York, which he had left alone at dawn a few weeks before, a practically unknown youth, now to be received in a way to break all records of a city celebrated for its greetings. More than 4,000,000 people, according to New York newspaper estimates, saw the flyer or caught a glimpse of the Lindbergh procession in New York, and this fails to include thousands aboard boats in the bay and river and in motor-cars and afoot along the roads lining the harbor. One reporter recalls "the scattered, staccato yells, the blare of bands, the shriek of sirens swelling into a roar," the paper and confetti fluttering from thousands of sky-scraper windows, while in all the streets converging in the line of march of the parade were crowds "dense, vociferous, eager, and—as Lindbergh comes—swept with an emotion tense and inflammable." Hardened and cynical newspaper men found themselves unaccountably affected both in Washington and New York. Mayor Walker was moved to what editors called the best speech of his career. President Coolidge was seen to give way to emotion unusual to his represt nature and undemonstrative habit. Indeed, "there was never a home-coming quite like it," we are told. And why? The answers to this question throw an interesting light on the psychology of our times and of the American people.

Was it because he came back to us after having been, in President Coolidge's phrase, "our Ambassador without portfolio" to Europe; because, as the President put it in his speech bestowing the Distinguished Flying Cross, "*our messenger of peace and good-will*" had "broken down another barrier of time and space and brought two great peoples into closer communion"? At any rate, the President voiced the profound gratitude of the nation for the hearty messages "of admiration for him and for his country" that have come from other nations. And he added, in words very much like those that have been used in editorial columns of almost every newspaper in the United States:

"The absence of self-acclaim, the refusal to become commercialized, which has marked the conduct of this sincere and genuine exemplar of fine and noble virtues, has endeared him to every one. He has returned unspoiled."

That Lindbergh himself felt that the affection manifested for him abroad was also in some way a *tribute to his country*, was evident in his own brief response to the President's address of welcome in which he said:

"Everywhere I went, at every meeting I attended, I was requested to bring a message home to you. Always the message was the same.

"'You have seen,' the message was, 'the affection of the people of France for the people of America demonstrated to you. When you return to America take back that message to the people of the United States from the people of France and of Europe.'"

Lindbergh's victory over time and space, we read in the Denver *Rocky Mountain News*, "set a love chord moving in the universal ether and changed the spiritual atmosphere of two continents." In more every-day language the St. Louis *Star* remarks:

"He has done more to create good feeling and increase the prestige of the United States in Europe, recently at low ebb, than any American since George Washington.

"Why? If you analyze the news accounts of the receptions for him, you will see that his most striking characteristic for Europe is that he neither brags nor is a money-grabber. Europeans believe all Americans are both, judging by some samples. They hear some Americans boast and believe all Americans are braggarts. They think that pursuit of the almighty dollar is America's religion. Lindbergh is modest. He has turned down offers to exploit himself that would have netted millions. He is everything that Europeans believe the Americans are not.

"The last man of his type that Europe knows anything about was George Washington."

P. & A. photograph

THE SMILE THAT WON NEW YORK

Colonel Lindbergh as he told New Yorkers that the reception they were giving him dwarfed those he received at Paris, Brussels, London, and Washington, all rolled into one.

One reason for the incomparable popularity of Lindbergh, it has been suggested, is the fact that his deed is understandable of every one and appropriate to our age. As P. W. Wilson, the British journalist, writes in the New York *Times:*

"The popularity of Lindbergh is due to the fact that he has chosen to achieve an aim the whole world can understand and admire. Every era has its allotted evangel. The Middle Ages built churches. Reformers read the Bible. Our faith is locomotion. We believe with all our hearts in the happiness of going somewhere else. We are elevated upward. On railways we are not only pulled but Pullmanned. We are automobilious. To fly is thus a supreme mysticism. To fly across an ocean is the beatific vision. Charles A. Lindbergh is our Elijah. Not only can he ascend to heaven in a chariot of fire, but, the public permitting, he can also alight again."

It was not merely the hazard of the adventure, agrees David Lawrence, in a Consolidated Press dispatch, "but the confidence which Lindbergh had in himself and in his motor, thus awakening the whole world to the possibilities of the airplane, which has given him a place in history bigger than the confines of his country." That the hero himself would be inclined to attribute his record-breaking reception to such a cause is indicated by his own explanation of his happiness over the welcome New York gave him: "The purpose of the flight was to advance aviation, and while this welcome was for me personally, I know it is going to help center the attention of the public *upon aeronautics, and I hope to* keep it there long enough to do a lot of permanent good."

But it was Lindbergh's bearing after his feat, rather than the flight itself, which seems to many editors responsible for the nation-wide, almost world-wide, burst of affection. It is the quality which President Coolidge called "unspoiled," and the other qualities which the President summed up in quoting from the old War Department files on Lindbergh:

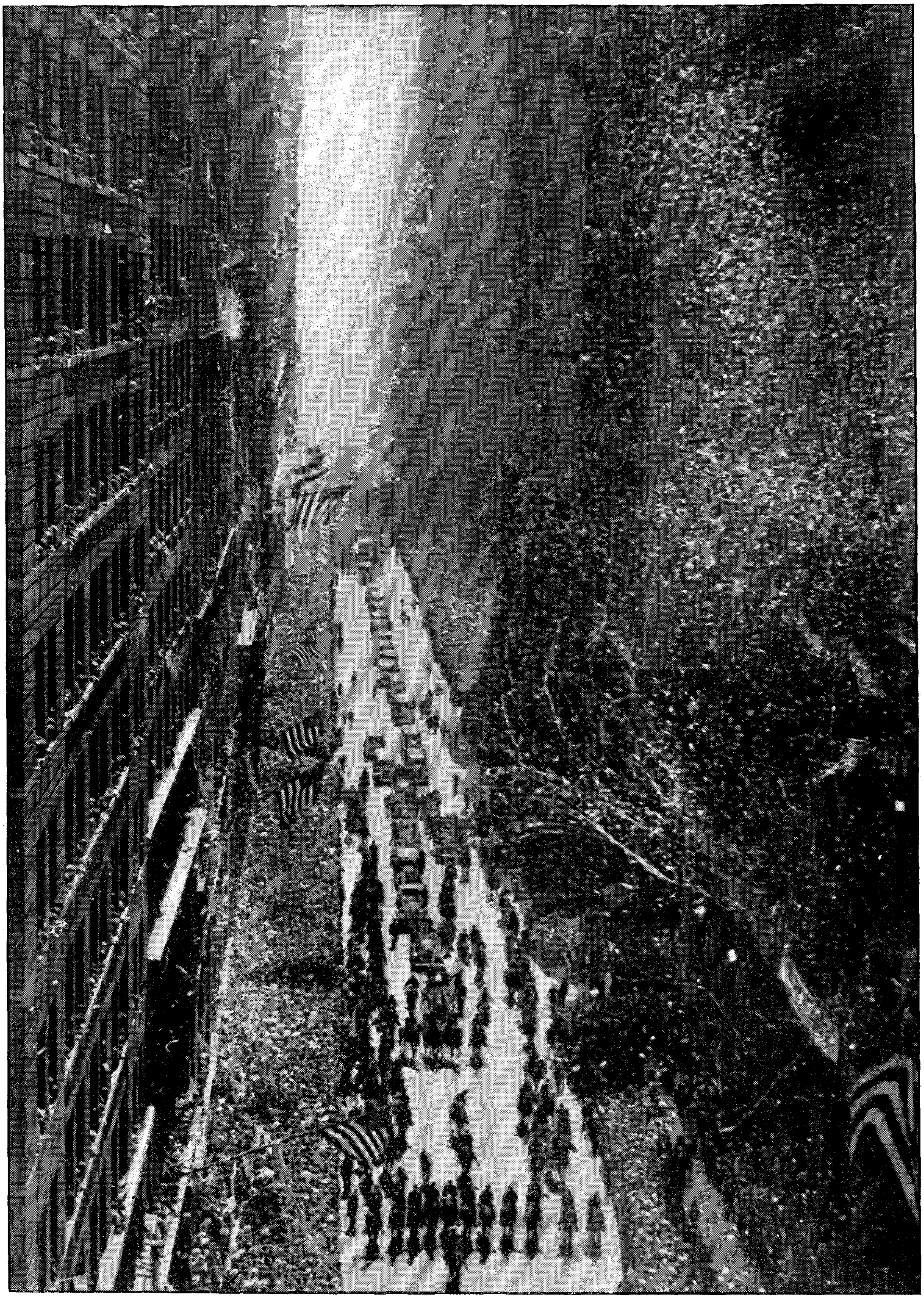
"'Intelligent,' 'industrious,' 'energetic,' 'dependable,' 'purposeful,' 'alert,' 'quick of reaction,' 'serious,' 'deliberate,' 'stable,' 'efficient,' 'frank,' 'modest,' 'congenial,' 'a man of good moral habits and regular in all his business transactions.'

"One of the officers exprest his belief that the young man 'would successfully complete everything he undertakes.' This reads like a prophecy."

"Even the most cold-blooded critics," we read in the Jersey City *Journal*, "agree to-day that while Lindbergh's action in the cockpit of the airplane was heroic, his utterances on land, when he faced adulation unequaled, were the utterances of a hero who is as well-balanced in speech as he is adroit in his manipulations of the airplane."

But Lindbergh seems to stand for something more intangible, which helps to account for his place in the hearts of his countrymen. "Romance lived again in him," is the New York *Evening Post's* phrase. And, observes the Cleveland *Plain Dealer*, with all our "pragmatism and our boasted devotion to the great god of efficiency, we have not lost the love of romance." The Springfield *Republican* finds it "enough to say that Lindbergh flew like a poem into the heart of the world." "Every parent sees in him an ideal son," declares the Philadelphia *Inquirer*.

In honoring Lindbergh, say many press writers, America



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BRAVING THE BLIZZARD OF 1,800 TONS OF PAPER IN BROADWAY'S FRENZIED CANYONS

It took 110 trucks and 2,000 "white wings," at a cost of $16,000, to clear the streets of the paper snow-storm showered from the windows of the sky-scrapers as Lindbergh rode in triumph through the city, says the Street Cleaning Commissioner. Lindbergh's car is seen in the foreground surrounded by mounted police to fend off overenthusiastic admirers. An aerial reporter for *The Herald Tribune*, Capt. Curtis Wheeler, encountered paper bits and soaring ticker tape wafted a mile in air above the parade.

honors itself. "Lindbergh personifies America," declares the Washington *Post*, reflecting that his spirit was the spirit of the Pilgrim Fathers, of Washington, of John Paul Jones, and of Farragut, and of Dewey. Says the Schenectady *Union-Star:*

> "Peoples and times are judged by their Richard Cœur de Lions and the Chevalier Bayards. America is proud of its beau ideal, its perfect gentle knight, its boyish brave figure who embodies the spirit of the United States."

However we may account for it, Colonel Lindbergh "has done more to arouse a common spirit of hero worship than any man of modern times," writes George Van Slyke in the New York *Sun*. And, the New York *Herald Tribune* reminds us—

> "A hero is not elected on the basis of miles flown or any adding-machine basis. He is a work of art, and, like a picture or a poem, he either thrills you or he doesn't. Personality is of his essence; you must read his quality in the swing of his shoulders and the cut of his smile."

"Has not Colonel Lindbergh done something more than give the time a living hero?" asks *The Herald Tribune*. A century henceforth, predicts the New York paper, historians will explain that all the popular worship of Lindbergh was propaganda for commercial aviation and a manifestation of the mob spirit—"what a depressing picture of popular gullibility!" So—

> "Does not the thought that there may be historians a hundred years hence who will explain Colonel Lindbergh's fame in some such way suggest that perhaps our own iconoclasts have not quite understood the fame of a few of those who were worshiped as heroes a hundred years ago? May it not be that not only the popular heroes, but the great men, too, those who did great deeds and had great powers as well, have been less than fully comprehended by these later radical historians of ours?
>
> "If any feel that in the general up-rush of popular enthusiasm Colonel Lindbergh's exploit and personality have been valued a degree or so above their utility, let them remember that a good deed of this peculiar sort shines in more than our naughty world; it casts a beam back into the centuries, and massive figures standing there take fire and glow again."

One reason why the Lindbergh reception was materially and mathematically larger than that ever given to any other hero in history was, so the New York *World* explains, because—

> "The America of Dewey's day—1898—had no great network of press wires and newspapers spanning the country on a scale comparable with that of the modern news-machine. The Associated Press itself was only five years old; and by comparison with present standards, news from abroad or even news from distant points at home, was reported frugally and with little detail. There was nothing like the deluge of news which has followed Lindbergh at every step and flooded the whole country. Dewey's America was a remote and provincial America, compared with Lindbergh's. It had none of our modern machinery for following in great detail the exploits of a hero who has caught our interest on a national scale. The movie was a toy; there were no news reels. The wireless telegraph had not been perfected by Marconi; there were no bulletins from mid-ocean, no broadcasting stations, no 'programs,' and no national hook-ups. There were no pictures sent by radio, no modern methods of routing to speed the transmission of news, no 3,000-word cablegrams from Europe.
>
> "In Lindbergh's case more than in any other case in our own times, the full glare of the modern publicity machine with all its blinding light has been suddenly thrown on a single individual. To have attracted and caught this light is another of Lindbergh's records."

To those who wonder at Lindbergh's bearing and his universal appeal to all hearts and minds, W. O. McGeehan, sports editor of the New York *Herald Tribune*, says:

> "They forget that young Lindbergh has been up among the gods while the world spun beneath him. Blest with the clear, discerning eyes of youth, he could look down and adjust his perspective as no mortal who did not dare wing his way to those heights could do. He saw the world beneath him and measured it for what it was worth, without cynicism and without illusion."

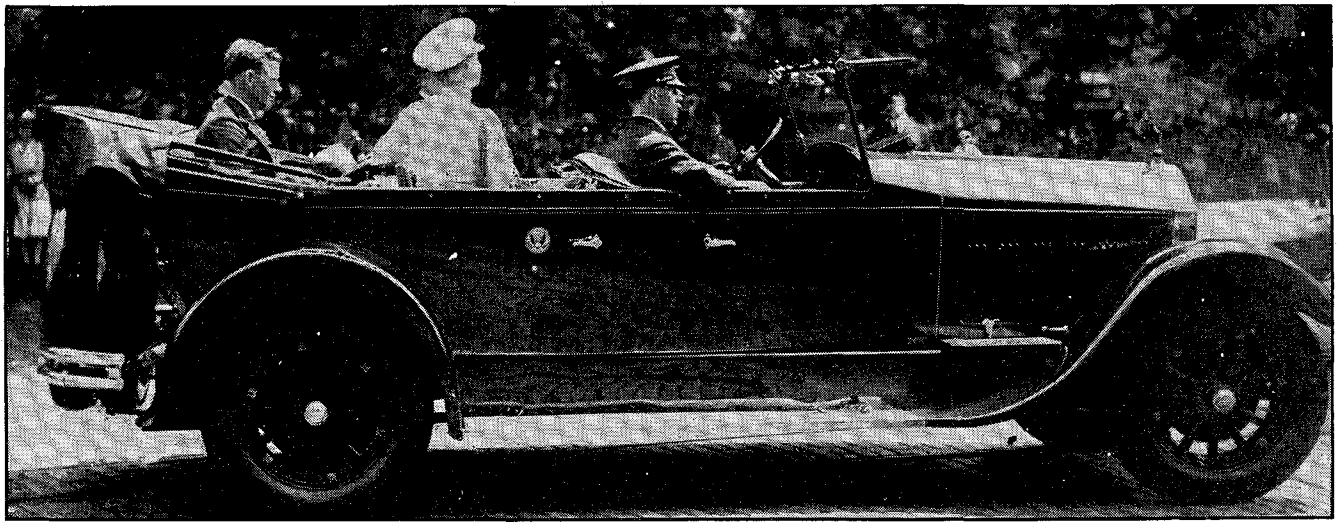
RECEPTIONS, HONORS, AND DECORATIONS

NO KING OR EMPEROR could have evoked greater homage than the American youth who landed at Le Bourget flying-field on May 21, according to Wilbur Forrest, Paris correspondent of the New York *Herald Tribune*. He had barely awakened the following afternoon, at the American Embassy, before the round of receptions and honors began. The Mayor of Paris called to pay the respects of the city—an honor hitherto reserved for royalty. His first decoration was the Cross of the Legion of Honor, bestowed by the President of the French Republic. The Gold Medal of the Aero Club of France was next presented. Then came a luncheon by the American Club. The American flag was flown over the Chamber of Deputies in his honor, establishing a historic precedent. He was introduced by Ambassador Herrick as "America's present ambassador." Marshals Foch and Joffre paid him a hero's tribute. The Grand Medal of the City of Paris was conferred upon him. Foreign Minister Briand entertained him at luncheon, as did Minister of War Painlevé, with Marshal Foch and General Pershing among the guests. President Doumergue voiced the address of welcome to France.

On May 28, Captain (now Colonel) Lindbergh paid a dramatic adieu to Paris from the air, flying in his transatlantic plane to Brussels. Here he was welcomed by King Albert and the Queen at the Royal Palace. The coveted decoration of Knighthood of the Order of Leopold was pinned upon his coat by the King. After chatting with the sovereigns and their children, the aviator hurried to the Belgian Aero Club, where he received the club's gold medal—the first foreigner to receive this honor. Next came a dinner at the American Club, after which he was presented with a gold medal in the name of the city of Brussels.

Flying from Brussels to the Croydon field near London, Lindbergh was received by what is said to have been the largest crowd ever assembled on the British Isles to welcome a private citizen. More than 150,000 Britons swarmed over the field and surrounded his plane, as a crowd estimated at 100,000 had done at Le Bourget field near Paris. Here he was taken in hand by Ambassador Houghton, and was a luncheon guest at the Embassy. The American correspondents in London, the Royal Aero Club, the American Society, gave dinners in his honor, and he was the guest of Lord Lonsdale at the historic Derby. The King and Queen of England received him at Buckingham Palace, where he was presented with the Air Force Cross. Lindbergh was next received by the Prince of Wales, and later presented with the London *Daily Mail's* golden trophy marking the spanning of the Atlantic.

Returning to Paris in a British plane, Lindbergh was presented with the medal worn only by the members of the Lafayette Escadrille. In other words, he received the highest honors France, Belgium, and Great Britain could bestow—such tributes as no American private citizen has ever before received. On his return to Washington, President Coolidge pinned upon his breast the Distinguished Flying Cross. The Hubbard Medal of the National Geographic Society, which has been awarded to but seven men in thirty-nine years, and the Langley Medal of the Smithsonian Institution, were next bestowed upon our "flying ambassador." President and Mrs. Coolidge had his mother and himself as their guests at the temporary White House until their departure for New York, where Lindbergh, at the beginning of a reception lasting four days, was presented with the New York State Medal of Valor by Governor Smith. Other decorations received by the transatlantic flyer, making eighteen in all, we read in the New York *Times* are: The Cross of Honor of the United States Flag Association; the Medal of the City of New York; the Gold Medal of the French Geographic Society; the Gold Medal of the German Automobile Club, and the Plus Ultra Medal of the Spanish Government.



Wide World photograph

COLONEL LINDBERGH AND HIS MOTHER ON THEIR WAY FROM THE *MEMPHIS* TO THE TEMPORARY WHITE HOUSE

AN OUTLINE OF AVIATION

MAN'S GREATEST CONQUEST over time and distance since the evolution of the steam-engine, it is generally agreed, was made by the Wright brothers—Orville and Wilbur—at Kitty Hawk, North Carolina, in December, 1903, when they made their first flights in a power-driven airplane. The first flight, made on December 17, lasted only twelve seconds; the fourth lasted 59 seconds, and the distance traveled was 852 feet. In April of this year a Bellanca monoplane equipped with a 200-horse-power motor established a non-stop endurance record lasting 51 hours, 11 minutes, and 25 seconds. A few weeks later Capt. (now Colonel) Charles A. Lindbergh made a non-stop flight between New York City and Paris, a distance of 3,610 miles, in approximately 33½ hours, and early in June, Clarence D. Chamberlin, piloting the same Bellanca plane which established the non-stop duration record, and carrying a passenger, flew from New York City to Eisleben, Germany, a distance of 3,905 miles. Other outstanding aviation events occurring between the days of the Wrights and the present, in chronological order, follow:

September 26, 1905. Orville Wright's flight of 11.12 miles in 18 minutes 9 seconds at Dayton, Ohio. This was the first officially recorded flight.

September 14, 1906. Alberto Santos-Dumont makes a flight lasting 8 seconds in a machine of his own construction.

April 12, 1907. The British War Minister declines to enter into negotiations with "any manufacturer of airplanes."

March 29, 1908. Henry Farman, of France, makes the first recorded flight in which a passenger is carried.

April 10. Leon Delagrange makes the first flight in Europe exceeding a mile in distance.

July 4. Glenn H. Curtiss, in a machine of his own manufacture, flies 5,090 feet, winning the *Scientific American* Cup.

July 8. Madame Peltier is taken for a flight by Delagrange, the first woman to fly as a passenger.

September 6. Wilbur Wright flies for 1 hour, 4 minutes, 26 seconds at Chalons, France, with a passenger.

September 12. Orville Wright, flying at Fort Meyer, near Washington, suffers an accident to his machine in which his passenger, Lieutenant Selfridge, is killed. This is the first recorded airplane fatality.

July 18, 1909. Paulhan achieves a height of 450 feet in a Voisin biplane.

July 25. Blériot makes the first crossing of the English Channel by airplane.

November 3. Henry Farman makes a flight of 150 miles in 4 hours 22 minutes.

November 5. Hubert Latham climbs to a height of 1,560 feet in an Antoinette monoplane.

January 10, 1910. Paulhan, at Los Angeles, increases the altitude record to 4,146 feet.

January 25. Brussels holds the first airplane exposition.

May 28. Glenn H. Curtiss flies from Albany to New York City, 143 miles, in 2 hours 50 minutes.

September–October. Airplanes are successfully used for the first time in French military maneuvers.

January 17, 1911. E. B. Ely, an American aviator, flies from the shore near San Francisco to the deck of the battle-ship *Pennsylvania*, lands, and flies back to shore.

A list of certified pilots at the beginning of 1911, seven years after the Wrights had demonstrated the practicability of flight, showed that France led, with 353; England came next, with 57; Germany, 46; Italy, 32; Belgium, 27; United States 26; Austria, 19; Holland, 6; Switzerland, 6; Denmark, 3; Spain, 2; and Sweden, 1.

February. Glenn H. Curtiss attaches a float to one of his machines, and makes successful experiments with the first flying boat or hydroairplane.

April 12. Paprier, instructor in flying at the Blériot School near London, makes the first non-stop flight between that city and Paris. The 250 miles were flown in less than four hours.

April. The Bristol firm builds and exhibits, for the first time in England, a biplane with a tractor propeller.

September. The first flight across the United States was completed in a number of stages by C. P. Rogers, after several accidents and forced landings.

1912. Airplanes are used in the Italian-Turkish and Greek-Turkish wars.

April 16, 1912. Miss Harriet Quimby, of England, is the first woman to fly the English Channel.

May 30. Wilbur Wright dies at Dayton, Ohio.

June 6. Great Britain forms the Royal Flying Corps.

September 9. Vedrines, flying a Deperdussin monoplane at Chicago, attains a speed of 105 miles per hour.

October. The world's altitude record which in June was 12,900 feet is increased to 20,700 feet by G. Legagneaux, in a French Nieuport monoplane.

April 15, 1913. Daucourt makes the first successful flight from Paris to Berlin, 674 miles.

May 1. Air mail is carried for the first time between Ghent and Brussels.

Pegoud flies upside down and loops the loop in France for the first time.

With approximately 2,500 licensed aviators in 1913, there were recorded 150 fatalities to pilots and passengers.

June 26-27, 1914. Landmann, of Germany, establishes a duration record of 21 hours, 48 minutes, and 45 seconds.

July 18. Congress creates an Aviation Section of the Signal Corps, with 60 officers and 260 enlisted men.

August. The World War, in which airplanes are for the first time used on a large scale, begins.

There was little or no civil competition in aviation, either in this country or in Europe, in 1915, 1916, 1917, and 1918. But soon after our entry into the World War the development of the Liberty motor began, and the use of the airplane throughout the war marked the beginning of a new era in aviation.

May 15, 1918. First regular air-mail service in the world inaugurated between New York City and Washington.

December 13, 1918-January 16, 1919. A four-motored Handley-Page airplane is flown from London to Calcutta, approximately 6,500 miles.

January, 1919. A Navy airplane is successfully launched from a dirigible in flight.

February 12. Lieut. B. W. Maynard, an American Army flyer in France, loops the loop 318 times in a British machine without losing altitude.

March 20. Secretary of the Navy Daniels talks to a pilot in flight by radio-telephone.

April 19. Capt. E. F. White makes the first non-stop flight between New York and Chicago, a distance of 727 miles.

May 18. Hawker and Grieve attempt transatlantic flight. After flying approximately 1,200 miles, engine trouble forces them to alight near a passing steamer.

May 16-31. Lieut.-Com. Read, in the Navy flying-boat *N-C4*, successfully completes the first transatlantic flight, from Newfoundland to Portugal, by way of the Azores.

June 14. Alcock and Brown, British aviators, complete the first non-stop transatlantic flight, from Newfoundland to Ireland, in 15 hours and 57 minutes.

July 6. The *R-34*, a British dirigible, successfully completes the first lighter-than-air non-stop crossing of the Atlantic, from England to New York City.

July 30. A new American altitude record is made by Roland Rohlfs in a Curtiss triplane, when he ascends 30,300 feet—almost six miles.

November 12-December 10. Capt. Ross Smith flies from London to Australia, approximately 11,500 miles.

June 7, 1920. Lieutenant Wilson, equipped with a parachute, leaps from a plane at an altitude of 20,000 feet and lands safely.

July 7. Guided entirely by radio compass signals, a naval seaplane flies a hundred miles to sea, locates a battle-ship, circles about the vessel, and returns to shore.

July 15-Aug. 24. A squadron of four de Havilland Army airplanes, equipped with Liberty motors and led by Lieutenant Streett, fly from New York City to Nome, Alaska, approximately 5,000 miles, in 55 hours actual flying time.

September 8. Transcontinental air-mail service, from New York City to San Francisco, is started.

October 31, 1921. A Navy hydroairplane is launched from a catapult on the deck of a battle-ship.

May 2-3, 1923. Lieutenants Kelly and Macready, in an Army-Fokker machine, make a record non-stop flight, New York City to San Diego, 2,516 miles, in 26 hours 50 minutes.

June 23. Lieutenant Maughan flies from New York to San Francisco, 2,540 miles, in 21 hours 48½ minutes, elapsed time.

October 6. Lieutenant Williams, U. S. N., in a record flight at St. Louis, attains a speed of 243 miles per hour in Navy-Curtiss Racer.

April 6-September 28, 1924. Four Douglas transport airplanes, equipped with Liberty motors, leave Seattle on a round-the-world flight, by way of Alaska, Japan, India, England, and Iceland on April 6. Of the four, one is wrecked against the side of a mountain in Alaska, another forced down at sea. Two of the four return to Seattle practically intact, as airworthy as when they left, having flown around the globe in 371 hours, 11 minutes, actual time in the air, over a period of 175 days.

October 12-15. The German dirigible *ZR-3*, now the *Los Angeles*, is flown from Friedrichshafen, Germany, to Lakehurst, New Jersey, 5,066 miles, in 81 hours, 17 minutes, and delivered to United States Navy officials.

August 31, 1925. Commander Rodgers in a Navy seaplane flies from California to the vicinity of Honolulu, a distance of 1,992 miles, establishing a non-stop record for seaplanes.

September 3. The Navy dirigible *Shenandoah* is wrecked by a storm in Noble County, Ohio, and fourteen members of the crew, including Commander Landsdowne, are lost.

May 9, 1926. Commander Byrd flies from Spitzbergen to the North Pole and back in approximately 15 hours. He uses a Fokker plane and is accompanied by Floyd Bennett.

May 11-14. The Amundsen-Ellsworth-Nobile expedition flies in a semi-rigid dirigible, the *Norge*, from Spitzbergen, over the top of the world to Teller, Alaska, a distance of 2,700 miles.

October 28-29. Costes and Rignot, France, make record non-stop flight from Paris to Djask, 3,313 miles.

It was this record which Colonel Lindbergh shattered in his epoch-making flight from New York City to Paris.

AVIATION'S FUTURE AS SEEN BY EXPERTS

"IN MY OPINION there is only one way to travel, and that is by air," declares Lindbergh, who sees commercial aviation entering upon a period of "tremendous development" in which the United States "will inevitably lead the world." Levine and Chamberlin talk of a regular transatlantic air service, to become operative within a year. Bellanca, designer of the *Columbia*, which carried Chamberlin and Levine to Germany, says that "the era of regular transatlantic flying has definitely dawned," because "aeronautically the Atlantic Ocean has shrunk" until "to the flyer of 1927 it is what the British Channel was to Blériot in 1909." "The air age is here," exclaims the Pittsburgh *Sun;* "the ages of steam, of gasoline, of electricity, have been fused in the hot furnaces wherein man shapes his destiny into the newer, greater age—the synthesis of all the others—whereon we are now embarked."

The transatlantic flights of Lindbergh and Chamberlin have "opened up a field of possibilities that seem to be solidifying into probabilities and actualities," agrees the Washington *Post*, which adds: "The change will affect the economic relations of the world." "The non-stop flight of 3,600 miles possible to-day for small planes will be possible to-morrow for great ones," predicts the New York *World.* "All that is needed is a demand sufficient to justify the expense of building and operating the super-plane," says the New York *American.*

Because these transatlantic flights have given aviation the biggest stimulus it has thus far had, peculiar interest attaches to what the men who made them have to say about the future of aerial transportation. In his copyrighted articles in the New York *Times*, Colonel Lindbergh summarizes his predictions as follows:

> "First, transoceanic air service is not only practical, but inevitable.
>
> "Second, it will be conducted with multimotors and flying-boats operating in conjunction with floating air-stations.
>
> "This first regular transoceanic air service will probably be inaugurated in from five to ten years."

On the subject of seadromes, or floating stations, he writes:

> "The establishment of floating stations along transoceanic airways is without doubt the largest obstacle to overcome in connection with sustained transoceanic air communications. In the first place, they must be large enough to shelter the air liners, and contain all modern equipment as well.
>
> "They must also provide adequate housing facilities for passengers, since there will be occasions when it will be necessary to halt a number of hours. But what is more to the point, these island shelters in the Atlantic must be able to give all these services in the face of the severest storms.
>
> "To insure the comfort of passengers and further reduce the dangers of the voyage, the islands should be located not more than a few hundred miles apart.
>
> "Just how this engineering question can be worked out can not, of course, be gone into just now, but I think it is feasible, and I am reasonably certain that the islands will come with the advancement of aviation."

And at the great dinner given in his honor by the city of New York, he made these illuminating remarks:

> "This country is naturally situated to be the leading country in aeronautics in the world. It is possible to fly long distances without crossing an international border. The weather conditions are good on the whole. We have a people to whom time means more than to the people of any other country, and we have an air-mail service better than that of any European nation or group of nations.
>
> "Yet there is great room for improvement in the United States in aeronautics. We have practically no passenger lines. Our greatest need to-day is for airports, closer to cities; we might save several hours in flying between two large cities, and lose one hour at each city in traveling to and from the airport in that city. We need modern airports close to the center of towns.
>
> "Our mail service, which is now practically entirely in the

hands of private operators, is in a few cases on a paying basis. By a paying basis I do not mean that there is any margin—any large margin—of profit. Most of these lines are just about holding their own, or losing a little each year. If we could have an increased volume of air mail, by 50 per cent., we could undoubtedly develop our mail lines and put them on a paying basis in a very short time."

Speaking the next day at a luncheon given in the same city by the Merchants' Association and the Chamber of Commerce, he confidently predicted that "in five years, with proper cooperation, commercial aviation in this country will be far in advance of anything abroad." Turning to the subject of aviation in connection with national defense, he said:

> "We don't want war in this country, but one of the surest ways to avoid war is to be prepared for it. There is no longer any doubt that our air force will be one of the most important factors in the next war, if we have one.
>
> "We lack sufficient air personnel. An air force can not be trained in a short time. However, commercial pilots can be made into military pilots in a short time, and the development of a commercial air service will be invaluable in case of war.
>
> "New York probably is the most vulnerable spot we have for an enemy.
>
> "Anti-aircraft guns are being developed so that they make a large number of direct hits, but fighting aircraft is not a matter of an 'Archie' hitting one plane.
>
> "What would happen, for instance, to a $20,000,000 battle-ship if one hundred pursuit planes, costing less than $2,000,000, were sent against it? Suppose half of them were lost in the job of clearing the decks of the battle-ship of anti-aircraft guns? Then let a dozen bombers attack the ship and sink it.
>
> "The ship would have been sunk at an expense of less than one-fifth of the cost of the vessel—probably less than one-tenth. The loss of pilots would be not more than one hundred. Probably even that estimate is exaggerated. Compare that to the number of men required to man a battle-ship."

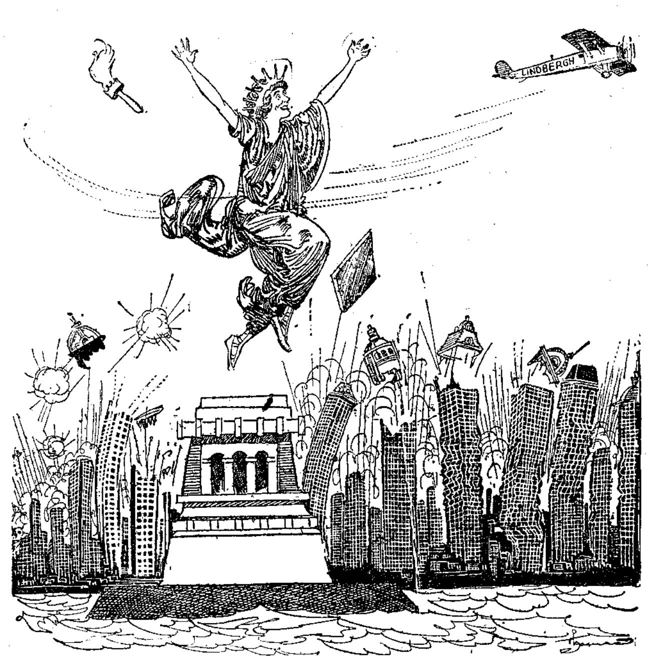
Charles A. Levine, the first man to fly across the Atlantic as a passenger, announces that he and his pilot, Clarence D. Chamberlin, plan a regular transatlantic aerial service, using multi-motored machines, which they hope to see operative within a year. According to Mr. Levine, his planes will have a cruising radius of 2,500 miles and be capable of carrying a ton. Mr. Chamberlin thinks that floating landing places, while perhaps desirable for emergency landings, are not of prime importance. In an Associated Press dispatch from Berlin, he is quoted as saying:

> "The main thing is the constant development of more efficient machines which can carry a greater useful load in proportion to their weight. During the war we carried one pound of mail per horse-power on jumps of from 200 to 300 miles.
>
> "Ten years later we already carry ten pounds per horse-power on jumps of from 500 to 600 miles. That is ten times the former efficiency and shows what the possibilities of engineering development are.
>
> "The reason we could cross the ocean was because we carried almost double the weight of our plane. The plane weighed 1,850 pounds, and we carried almost 3,600 pounds."

Declaring that the era of transatlantic flying is at the dawn, Giuseppe M. Bellanca gives in the New York *Times* his views of the problems still to be solved:

> "First of all, safety must be considered; then comfort; and, lastly, profit. Unless transatlantic airplanes are both safe and comfortable, they will not be patronized, and unless they are patronized their owners will fail and ocean flying will remain the sport of intrepid Lindberghs and Chamberlins.
>
> "Gasoline pays no fares, but passengers do. Since we must look to passenger money for our profit, it follows that the gasoline load must be reduced. The gasoline load can be lowered, so that more fare-paying passengers can be carried, only if stops are made on the way to and from Europe. For this reason—and here, I believe, business men and practical engineers will agree with me—it will be necessary, in the beginning at least, to follow the New York-Newfoundland-Azores-Europe route, which seems to have been especially established by nature to assist the transatlantic aviation company, and which has always seemed the most attractive to flyers.
>
> "The distance from New York to Newfoundland is approximately 1,100 miles; from Newfoundland to the Azores, 1,400 miles; and from the Azores to Europe from 900 to 1,200 miles and more, depending on the destination. At each of these points fuel stations must be established. Airplanes will travel from station to station and will carry perhaps 50 per cent. more fuel than is actually required for the journey to allow for such contingencies as fog, headwinds, and bad weather."

Discussing the safety of travel by air, Gen. William Mitchell, writing in the New York *American*, tells us that "the British in one of their reports show that a distance equal to thirty-seven times around the earth has been flown for each loss of life in their commercial aviation." "This means," he says, "that it is safer than traveling in street-cars, automobiles, railroad trains or steamships." It will also surprize many to learn from Thomas Dawson in the St. Louis *Post-Dispatch* that in the past year the United States has taken the leadership away from Europe in the field of commercial aviation. Citing officials of the U. S. Government as his authorities, Mr. Dawson writes:



HARD-BOILED NEW YORK

—Thomas in the Detroit *News*.

> "Far behind Europe in commercial aeronautics up to 1926, this country has within a year built up the most extensive commercial flying unit in the world. With 110,000,000 people, the United States now has to its credit more hours of diurnal trade flying than the combined countries of Europe with their aggregate population of 476,000,000.
>
> "Europe, it must be frankly admitted, has an extensive system of air-passenger lines developed far beyond anything in this country. In Germany alone, there are 50 lines, touching 61 cities, and out of Le Bourget, the field near Paris, at which Lindbergh landed, run passenger lines on schedule to every capital in Europe. We have more commercial planes and more civilian pilots than any country in Europe, but we have fewer than a dozen passenger lines running on schedule.
>
> "Aviation enthusiasts say that is but a temporary condition. They declare that the air mail was planned also as the backbone of a future comprehensive system of American air passenger lines, and that this phase of American aviation will now receive intensive development.
>
> "American commercial ships every twenty-four hours fly on an average of 22,000 hours. This is according to the latest data compiled by the Department of Commerce. Most of this time is recorded in the United States Air Mail Service, but it includes between six and ten American passenger services that are in successful operation."

CAN YOU ANSWER THESE?

Test your knowledge by the questions below. If you can not answer them, turn to the pages indicated.

1. Who was the first woman to fly in an airplane as a passenger? (p. 9).
2. When were airplanes first used in military maneuvers, and by what nation? (p. 9).
3. Who was the first aviator to loop the loop and fly upside down? (p. 9).
4. How did President Calles try to rid American minds of the bandit notion of Mexico? (p. 27).
5. Who stands to-day as our chief fiction writer? (p. 26).
6. What is the difference between Canada and Australia in the cost of books? (p. 26).
7. Who was Quetzalcoatl? (p. 24).
8. Who calls the League of Nations "a league of robbers"? (p. 17).
9. Of whom has it been said: "He has made us proud of being men"? (p. 19).
10. Why is American education best fitted to produce a Lindbergh? (p. 19).
11. What is the Episcopalian attitude toward Prohibition? (p. 28).
12. How have the Boy Scouts proved their worth? (p. 29).
13. Why are Americans interested in the new honor recently conferred on Sir Robert Baden-Powell? (p. 29).
14. Is an airship propelled by a system of rockets possible? (pp. 20 and 21).
15. Who invented the phonograph—Thomas A. Edison or Charles Cros? (pp. 22 and 23).
16. How do poisons operate in the human or animal system? (p. 22).
17. Can fishes tell colors? (p. 23).
18. How much money is the U. S. Government spending this year? (p. 12).
19. Does President Coolidge expect big Treasury surpluses to continue? (p. 12).
20. How many decorations and medals have been awarded to Colonel Lindbergh for his transatlantic flight? (p. 8).
21. What American scientific society presented Colonel Lindbergh with a medal which has been bestowed upon but seven other men in almost forty years? (p. 8).
22. What country now leads the world in commercial aviation? (p. 11).
23. What American developed the hydroairplane, or flying boat? (p. 9).
24. What two aviators first made a non-stop flight across the United States? (p. 10).
25. How many miles have been flown in British commercial aviation for every loss of life? (p. 11).

UNCLE SAM ON A $3,000,000,000 BASIS

A DESPERATE FIGHT has been won, and only after "years of struggle, after weary months of sacrifice and striving, after weeks of deferred hope and doleful days of defeated aspirations." In other words, Director Lord of the Budget Bureau, stirred to enthusiasm, announces that Federal expenditures have for the first time since the World War been brought below $3,000,000,000. This seems to the Washington *Star* "a great accomplishment," and many papers join in congratulating the Budget Bureau on having reached this goal after a three years' intensive campaign. At the same time, President Coolidge speaks of the exceptional nature of a surplus like the $599,000,000 one expected this year in such a way, to quote the Washington *Post*, as "to discourage any further reduction in any revenue taxes in the next session of Congress." While the President's views of the Government's fiscal resources in 1928 "may lean to the side of conservatism," the New York *World* thinks "he has made a good case against the half-billion tax-cut which some Congressmen are advocating." Another Democratic paper, the Norfolk *Virginian-Pilot*, remarks:

> "Proposals have been heard for using all or part of this sum for flood relief, for agricultural aid, for new naval construction, and for various other purposes. The President's reminder that tax-reduction hinges on continued economy is in effect a notice to all concerned to go slow with plans for disposing of the surplus by extra appropriations."

Yet protests come from other Democratic papers against collecting from the taxpayers so much more money than the Government needs to pay its bills each year. And the New York *Evening Post* is convinced that despite the President's apparent attitude, "with the Presidential election just over the horizon, the battle for drastic tax-reduction, regardless of the debt, will doubtless be renewed in Congress this winter."

General Lord, Director of the Budget Bureau, determined in 1923 to bring annual Federal expenditures down to three billions. In that fiscal year the figure was $3,294,627,529.16; at the end of 1924 it was $3,048,677,965.34; in 1925 there was an apparent setback, and expenditures ran up to $3,063,105,332.26; 1926 was another year of disappointment, with an expenditure of $3,097,611,822.81. The most recent estimate of a Treasury surplus for the current year, 1927, of $599,000,000, means that the total expenditure for the year will be $2,975,235,050.

Leaving the $3,000,000,000 victory to the Director-General, President Coolidge in his speech on the same occasion called attention to the practically assured surplus of $599,000,000, this year, because of exceptional items of income and to an estimated surplus of $338,000,000 in 1928, and perhaps even less in 1929. Speaking in general, the President said:

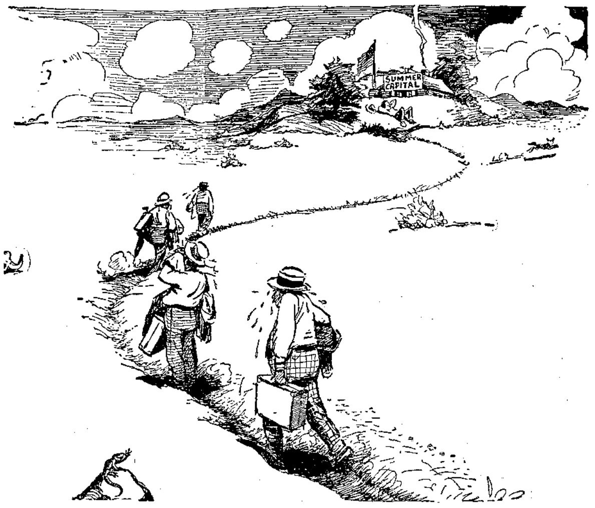
> "In considering the possibility of tax-reduction, we must keep in mind that our revenue laws can not be written from the standpoint of a single year, but must be expected to yield adequate revenue over a period of years. It is essential, therefore, to discount temporary and non-recurring items and to base the estimated revenue on those resources which can be looked upon as essentially permanent in character. We have no fear our present revenue laws will not produce ample income to carry on the business of the Government. But this does not justify an enlargement of our expenditure program. Rather does it dictate and demand that we make renewed effort to keep within our present expenditures. One thing is certain. Unless we succeed in holding expenditures at about their present level, hope of further tax-reduction will be gone."

This statement of our financial position brings congratulations from friendly newspapers. "Sobering and wholesome," the Chicago *Daily News* calls it. The Providence *Journal* thinks it admirable that a nation so amazingly rich as ours "should give to the world an example of economy, rather than of profligacy, in the conduct of its government in its post-war days."

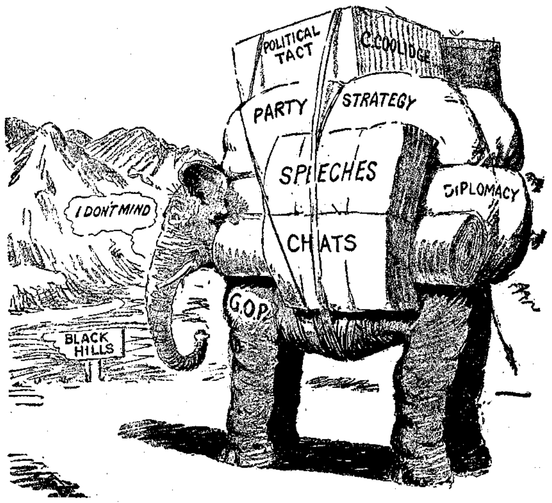
But some Democratic papers are a trifle uneasy. The Birmingham *News*, for instance, objects to the President's failure to advocate a substantial tax-reduction, and asks:

> "What right has the American Government, or any other government, to tax its people $5.99 each more than is necessary to carry on its affairs in the year 1927?
>
> "What right has the American Government, or any other government, to tax its people each $3.38 more than will be required to conduct its business in 1928?"

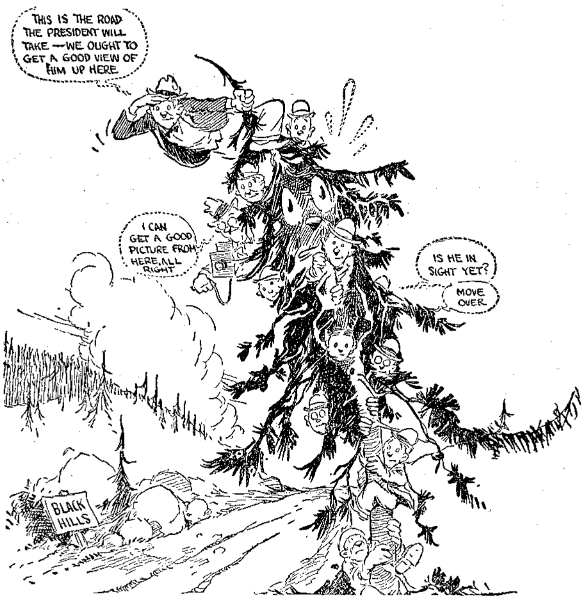
While withholding no praise from the Presidential economy program, several papers dislike Mr. Coolidge's talk of our being an example, in his words, "not alone to the other governments of this country, but to other nations of the world." The Milwaukee *Journal* finds here a distinct "lack of modesty," and the Washington *News* suggests that "such a thriftier-than-thou attitude on America's part seems unlikely to improve relations, economic and political, with our foreign debtors."


SUMMER CAPITAL

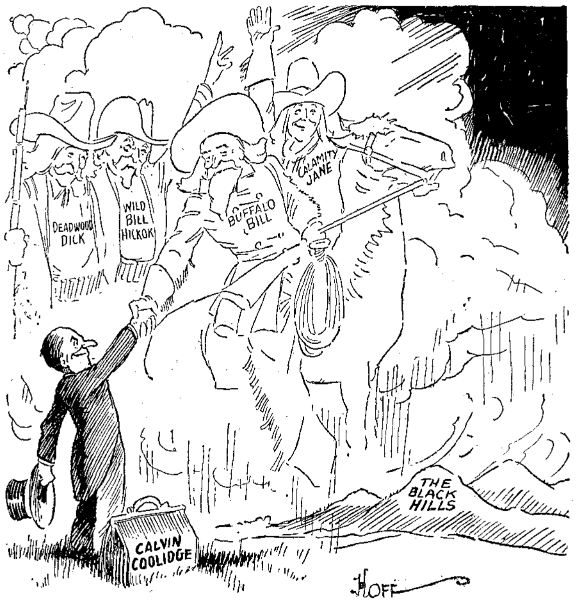
TOUGH ON THE PILGRIM POLITICIANS!
—Bronstrup in the San Francisco *Chronicle.*


POLITICAL TACT
C. COOLIDGE
PARTY
STRATEGY
SPEECHES
DIPLOMACY
CHATS
I DON'T MIND
G.O.P.
BLACK HILLS

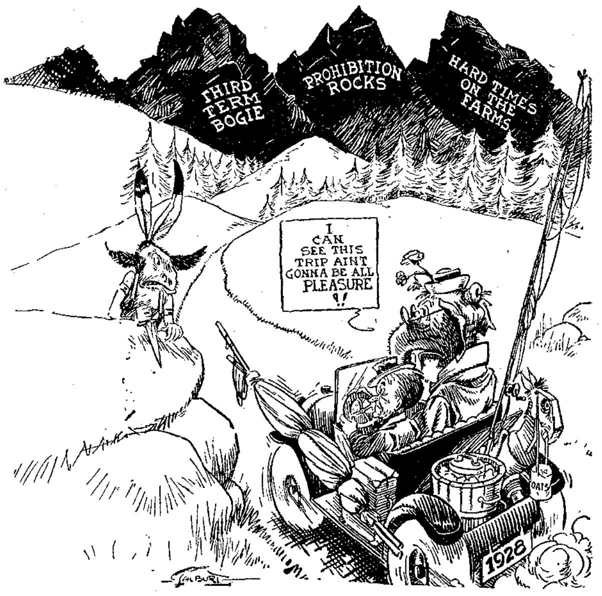
THIS TRIP REQUIRES A LOT OF LUGGAGE
—Harding in the Brooklyn *Eagle.*


THIS IS THE ROAD THE PRESIDENT WILL TAKE —WE OUGHT TO GET A GOOD VIEW OF HIM UP HERE
I CAN GET A GOOD PICTURE FROM HERE, ALL RIGHT
IS HE IN SIGHT YET?
MOVE OVER
BLACK HILLS

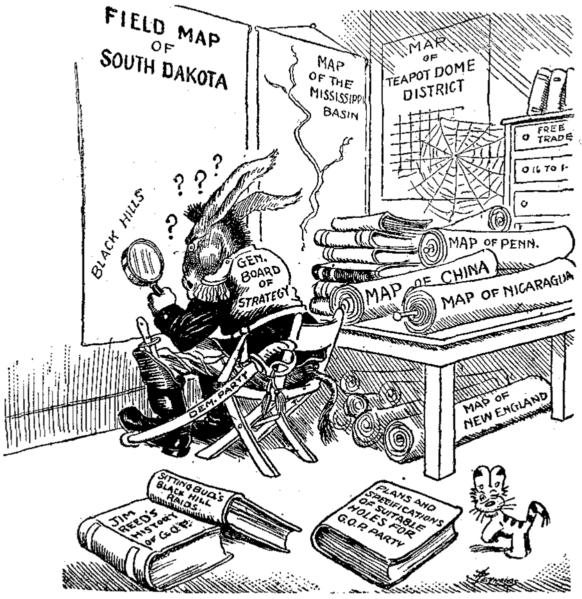
LONESOME PINE HAS LOTS OF COMPANY NOW
—Shoemaker in the Chicago *Daily News.*


DEADWOOD DICK
WILD BILL HICKOK
BUFFALO BILL
CALAMITY JANE
THE BLACK HILLS
CALVIN COOLIDGE
HOFF

WELCOME, TENDERFOOT!
—Hoff in the St. Paul *Pioneer Press.*


THIRD TERM BOGIE
PROHIBITION ROCKS
HARD TIMES ON THE FARMS
I CAN SEE THIS TRIP AINT GONNA BE ALL PLEASURE!
OATS
1928

THE PRESIDENT GOES TO THE BLACK HILLS
—Talburt in the Washington *News.*


FIELD MAP OF SOUTH DAKOTA
BLACK HILLS
MAP OF THE MISSISSIPPI BASIN
MAP OF TEAPOT DOME DISTRICT
FREE TRADE
OIL TO
MAP OF PENN.
MAP OF CHINA
MAP OF NICARAGUA
MAP OF NEW ENGLAND
GEN. BOARD OF STRATEGY
DEM. PARTY
SITTING BULL'S BLACK HILL RAIDS
JIM REED'S HISTORY OF G.O.P.
PLANS AND SPECIFICATIONS OF SUITABLE HOLES FOR G.O.P. PARTY

"WONDER WHY HE'S GOING TO SOUTH DAKOTA"
—Reynolds in the Portland *Oregonian.*

THE LIGHTER SIDE OF THE BLACK HILLS VACATION

MR. DAWES RAPS THE "CAREER MEN"

WHAT IS THE POLITICAL SIGNIFICANCE—if any—of the recent commencement address of Vice-President Dawes to the graduates of Washington University, at St. Louis, in which he declared that important diplomatic negotiations should be confided as much as possible to outstanding citizens of known ability who have been in close contact with American sentiment? Is this a criticism of the appointment of Ambassador Gibson, a "career man" in the State Department, as head of the American mission to the Disarmament Conference, as some say, or is it a criticism of "career men" in general, as others believe? And if so, is it justified? Certainly, remarks the Cleveland *Plain Dealer*, "his words challenge attention, for his opposition to the promotion of 'career men' in American diplomacy runs counter to the view usually held that this method is consistent with the best interests of the Foreign Service."

General Dawes, explains the New York *Evening World*, "considers the 'career man' satisfactory for routine duties, but often disqualified for the more important conferences." And, points out the Chicago *Tribune*, "he is more than an amateur on the subject of efficient diplomacy." According to this "home-town" paper of the Vice-President's:

> "General Dawes, when American member of the Interallied Board of Military Supply, was confronted by almost daily problems in practical diplomacy under stress of war, and his success in their solution, known abroad even more than at home, undoubtedly marked him for choice as head of the International Commission on Reparations."

Said Mr. Dawes in his St. Louis commencement address:

> "The custom of calling economic conferences, disarmament conferences and other meetings of a similar character received its great impetus in the experiences of the war.
>
> "War emergency rapidly eliminated from influence the men constitutionally unable to relinquish individual or national power for the demonstrated common good. As it continued, there were steadily forced into leadership able, courageous and reasonable men, for an endangered public instinctively and readily accepts such guidance. This experience demonstrated the incalculable damage which may be done at critical times by small men in high places.
>
> "War lessons, therefore, should make us distrustful of too great an extension of the policy on the part of any government of educating and using career men for diplomacy. Career men, capable of a career, can be and now are being used in our diplomacy, but care must be taken lest the development of a right seniority in promotion, which ruins the effectiveness of a peace-time army when thrust into war, does not have its dire results on the future of American diplomacy.
>
> "The policy of promoting career men by our State Department should be maintained to that extent which as far as possible will prevent diplomatic appointments because of political considerations alone. But if the United States is to maintain its prestige and properly protect its interests in the new diplomacy of the world, no internal policy of appointments must interfere with the selection for important negotiations of those whose qualifications have been tested by the successful bearing of great responsibility in times of emergency."

"The Vice-President," explains the New York *Times*, "had no special appointee or conference in mind. Least of all should it be inferred that he sought to rebuke the President for entrusting the leadership of the American delegation to the Disarmament Conference to a man of only ambassadorial rank." As the Chicago *Journal of Commerce* points out:

> "What Vice-President Dawes is concerned with is the possibility that the welfare of the country may be injured during future negotiations by reason of the ineptitude of some 'career man' who may have obtained his high office merely as a matter of routine.
>
> "Americans who take up diplomacy as a lifework should have something to look forward to. But career men should not be assured of a monopoly of the important diplomatic posts. The appointing power—the President—should retain his right to pick and choose."

"The United States needs a new diplomatic organization," is the flat declaration of the Chicago *Tribune*, "and Vice-President Dawes supports this conviction with his experienced views." As the New York *World* goes on to explain:

> "There are two kinds of 'career men.' The first kind consists of men making a career in one field. The second consists of men making a career for themselves wherever there is a good post vacant.
>
> "The growing criticism of the 'career men' ought to be centered on these latter. They are professional diplomats, but they are not in any sense experts. They are in effect a rather close corporation of rich and favored individuals who arrange among themselves for their own promotion to the best posts. They are trained in the etiquette of diplomacy, but few of them have any real experience in any part of the world, or any thorough grasp of the economic and political problems with which they have to deal. They tend to be shut in within their social set.
>
> "It is this inner clique of the State Department which is bringing career diplomacy into disrepute. The trouble with them is simply that they are not making a career of diplomacy; they are making careers for themselves. It will be necessary in the course of time to break up this clique, for it begins already to exhibit all the deadening qualities of a self-satisfied bureaucracy.
>
> "The foundation of any sound Foreign Service must consist of 'career men' who have become expert. But above them, in the posts where the important decisions have to be made, there must be room for men of larger business and political experience than the professional diplomat can normally hope to acquire."

On the other hand, two experienced Washington correspondents—Henry Suydam, of the Brooklyn *Eagle*, and W. W. Jermane, of the Seattle *Times*—conclude from years of observation at the capital that "career men" are a great improvement over the old system of hand-picking our foreign representatives. "Mr. Dawes," says *The Eagle's* correspondent, "has all the self-confidence of the successful business man, and he is doubtless an exponent of that attractive, but somewhat fallacious theory, that business men are able to take over any kind of affair, domestic or foreign, and do a more effective job than a person who has devoted his life to the public service." The important question, thinks Mr. Jermane, is whether the new policy of turning important posts in the diplomatic service over to "career men" does not show a marked improvement "over the spoils system." In this correspondent's opinion:

> "That question, without reservation, can be answered in the affirmative.
>
> "There never will be an ideal government as long as there are no ideal people to run it, but under the new arrangement the United States has made diplomacy a vocation, with the result that for the first time political graft is being shut out, and in its place young men of character, special educational training, and good address are taking the entrance examinations, with a view to devoting their lives to this field of activity.
>
> "We have frankly imitated Great Britain and the other older Governments of Europe, which, for more than a hundred years, have had the world's best equipped diplomatic agents. In our old hit-and-miss way, we occasionally sent good men to the more important capitals, but the general average of fitness and ability of our diplomatic corps was very low.
>
> "The implied criticism of Mr. Dawes applies to every department of government in its initial stages. He seems to regret that our delegation to the Geneva naval conference is not stronger than it is. The explanation lies in the fact that outstanding men of international experience never have been scarcer in the United States than at the present moment. It was necessary to turn to the 'career' men.
>
> "The only way to find out if the new system will work is by trying it out; and this is as good a time as any, in view of the inability of the President to find suitable men in private life."

Finally, observes the Baltimore *Sun:* "The advantages of a diplomatic service outside the reach of 'lame ducks' and other political compensations are too obvious to need enumeration. And criticisms that only rich young college graduates are getting into the calling nowadays are for the most part silly."

TOPICS IN BRIEF

(*An extension of this department appears weekly on the screen as "Fun from the Press"*)

The good die young. Possibly, in this brazen age, it's shock.—*St. Paul Dispatch.*

Wonder how the Vermont hay crop is going to be handled this year?—*Arkansas Gazette.*

At any rate, the Atlantic Ocean seems to know when it's licked.—*New York Herald Tribune.*

These Mississippi Valley farmers who were seeking farm relief didn't ask to be relieved entirely.—*El Paso Times.*

Perhaps the juvenile crime wave may be attributed to the passing of the wood-shed.—*Florence (Ala.) Herald.*

China hasn't borrowed anything from us, so we won't owe anything on its war.—*Arkansas Gazette.*

The reason Calvin is afraid to assemble Congress now is that one flood at a time is all he can stand.—*Dallas News.*

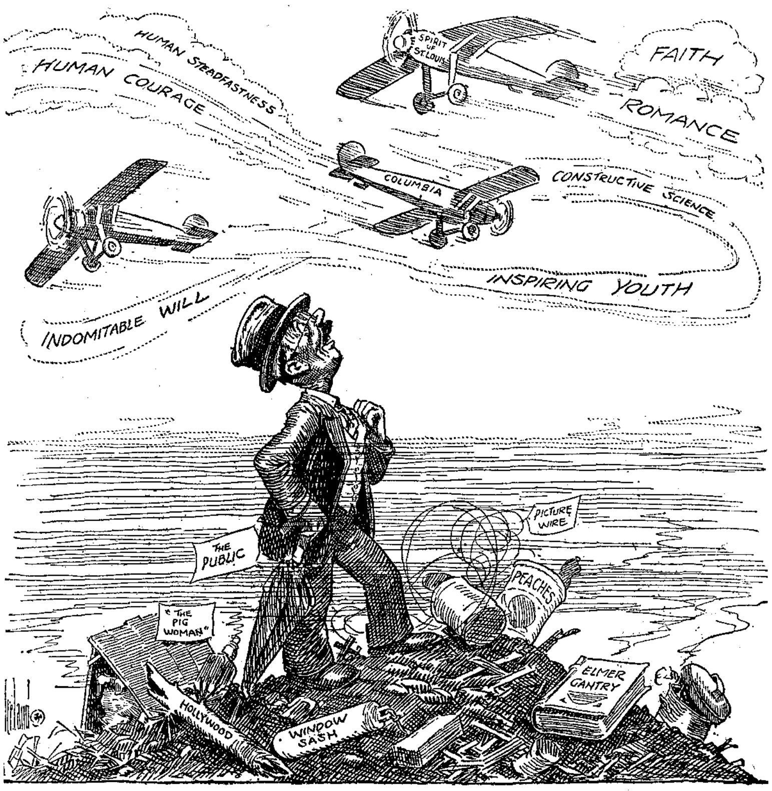
Travel note says kangaroo mice are rapidly increasing. No doubt to meet the short-skirt situation.—*Arkansas Gazette.*

It begins to look as tho the volatile French are in the mood to like us again if we could all visit them by airplane.—*Weston (Ore.) Leader.*

Charles Lindbergh's engine never missed a beat, but that is more than can be said of the poetry written about him.—*Indianapolis Star.*

The way the Chinese have been acting up lately, we are in favor of China for Chinese, until we can think of something worse.—*American Lumberman.*

A new dance something like the Charleston is to be tried in London. A new dance something like a dance would, we fear, be too much to expect.—*Punch.*



IT IS A BIG RELIEF TO BE LOOKING UP INSTEAD OF DOWN

—Ireland in the Columbus *Dispatch.*

We wonder how it would be to arrange to divert the next Mississippi flood to Texas, where it could spread out and not be noticed particularly.—*Ohio State Journal.*

The Literary Digest has unearthed a hammer thirty years old and worn by striking 360,000,000 blows. The name of the reformer who used it is unknown.—*Santa Barbara Press.*

The United States Coast and Geodetic Survey claims it has traced the recent terrific earthquake to West China. Well, it certainly sounds reasonable enough.—*Nashville Banner.*

A French alchemist is positive that he has solved the problem of turning base metals into gold. Well, then, maybe we'll get part of the war debt in the course of time.—*Nashville Banner.*

Dr. Nicholas Murray Butler and Wayne Wheeler are thinking about the need of a third party, and a third party will be needed, to separate 'em, if they do any of their thinking in the same place.—*Louisville Times.*

Heretofore Lindbergh has been bold. Hereafter he will have to watch his step. Everybody cheers him now, but let him come out in favor of the missing link, small families, free speech, Volstead, censorship, or anything like that, and see what will happen to him.—*New York Times.*

In their climb to fame, few, except aviators, find it only one flight up.—*Virginian-Pilot.*

Echoes will have a pleasant vacation in the Black Hills this summer.—*Arkansas Gazette.*

Politics makes strange bedfellows, but they soon get accustomed to the same bunk.—*St. Paul Dispatch.*

The U. S. marine corps is kept busy because some of the backward nations are so forward.—*San Diego Times.*

The long skirt is said to be coming back, but we hope it never gets here if the price is in proportion.—*Dallas News.*

One of the most annoying things about Soviet Russia is that she's still managing to get along.—*Ohio State Journal.*

An increase in air traffic may cause the advertisers to lay their billboards flat on the ground.—*Arkansas Gazette.*

If deforestation continues, flood sufferers of the future will not have a single log to float on.—*Florence Herald.*

A new $5,000,000 university is to be built near Hollywood. The demand for college comedies must be increasing.—*San Diego Times.*

It is not surprizing that Lindbergh in Brussels should have captured the heart of King Albert. The ace always takes the king.—*Virginian-Pilot.*

It is pretty hard to believe in this evolution theory after listening to a radio program. It looks like we are about where we started.—*American Lumberman.*

The "Heebe-Jeebies," according to an evening paper, is a dance, not a complaint. But that's what they said about the Charleston at first.—*Punch.*

We know where Calvin Coolidge is going to spend the summer, but a great many politicians are worried over where he is going to spend the next four years.—*Philadelphia Inquirer.*

German papers say that "powerful influences" kept Lindbergh from Berlin, thus paying one more compliment to the drawing power of home and mother.—*New York Evening Post.*

The refusal of an inmate of the Warrensville workhouse to accept a legacy of $30,000 arouses the grave suspicion that he is being confined in the wrong institution.—*Columbus Dispatch.*

There are just two kinds of people in this world. One kind is trying to get free advertising into the newspapers. I can't think of the other kind just now.—*Mesa (Ariz.) Journal-Tribune.*

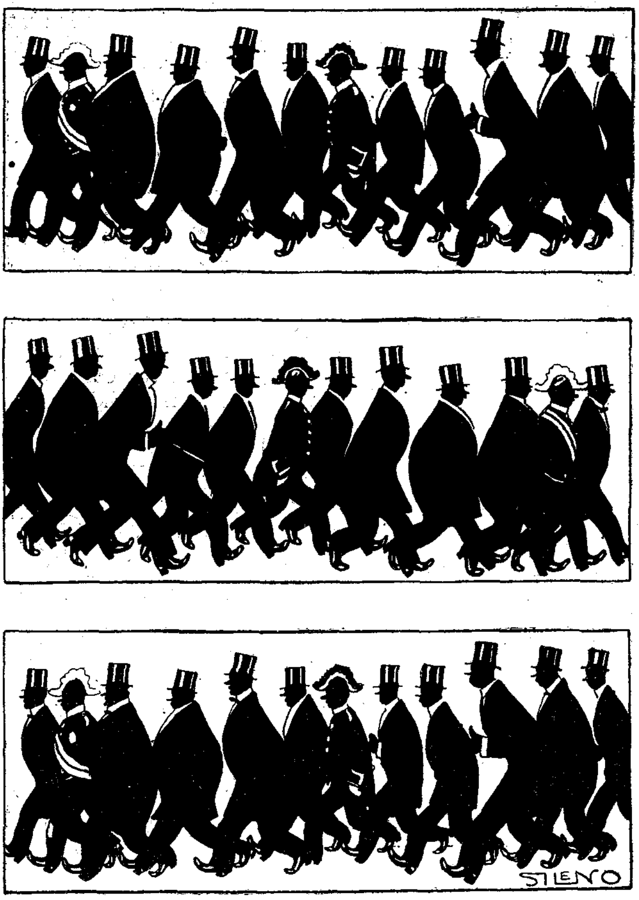
The Mississippi flood has reduced the cotton crop by at least 2,000,000 bales, but there will be enough left so that the mammy-song writers won't have to seek something new to rime with forgotten.—*El Paso Times.*

The Literary Digest has unearthed a hammer which it estimates has struck 360,000,000 blows. It is thought by some to have been the one used to call the famous Madison Square Garden convention to order.—*Detroit News.*

FOREIGN - COMMENT

SPAIN AGAIN FACES TOWARD LIBERTY

A POLITICAL BOMBSHELL was exploded in Spain on May 31, we are told, when the military dictator, Gen. Primo de Rivera, issued a proclamation announcing that the long-awaited National Assembly will be called on September 13, exactly four years after the *coup d'état* which placed him in power, and will proceed to formulate a brand-new Constitution and a new Electoral law establishing universal suffrage and absolute freedom of the ballot.



A SPANISH CARTOONIST SPEAKS OUT

"After four years of dictatorship, the progress we have made amounts to—exactly nothing." —*Blanco y Negro* (Madrid).

The members of this Constituent Assembly, as the Associated Press points out, will be drawn from various classes of society, but will all be chosen by the present Government, whose ideas of liberty they will be expected to embody in the new Constitution. As soon as the Assembly has done its work, according to the dictator's promise, elections will be held for members of Parliament, and this new Parliament or Cortes, the first to assemble in more than four years, will be asked to ratify the basic charter thus created. As the Premier-Dictator promises absolute freedom at the parliamentary election, his Government will on that occasion undergo its first popular test of approval or disapproval.

Among the many duties of the Assembly, according to the Madrid correspondents, will be that of investigating the work of all the administrations for the past twenty years, fixing responsibility for acts considered detrimental to the country, and placing important evidence, if any, before the civil courts. By this means, the General's enemies say, the acts of the present dictatorship are to have the semblance of popular approval.

Gen. Primo de Rivera declares in his proclamation that he regards the new Constitution as of the utmost importance, adding that it will amount to a virtual regeneration of Spain's whole political system. The trend of his thought is indicated by his warning that whatever the choice for new members of Parliament, the people must beware of "Russian ideas" such as he says are "being retailed" throughout Europe, and particularly in Spain. His statement ends with a plea to the women voters, urging the mothers of Spain to think, when they cast their ballots, of the coming generations rather than of the present.

As a fitting preliminary to this important step toward constitutional liberty, the censorship which has gagged the press of Spain for the last four years was suddenly lifted on the twenty-fifth anniversary of King Alfonso's coronation. This act in itself, say the Madrid correspondents, offers substantial evidence that, with the Moroccan problem temporarily out of the way, and with the rebellious movements in several units of the artillery corps quickly suppress, Gen. Primo de Rivera is now seriously addressing himself to the problem of a return to civil government and free institutions. His restoration of freedom of the press, we are told, was expressly intended to permit editorial expression on the best means of returning to constitutional life. As proof of this, the fact is cited that the discussion was launched at once by *La Nacion*, of Madrid, in an editorial attributed to General de Rivera himself. That paper said:

> "We deem it proper now to convoke the country's press to an open debate on three fundamental points, as follows:
> "First: The need of a Constitution.
> "Second: The Constitution must be new.
> "Third: How is it to be created?
> "Above and before all we must state our opinion that the Constitution as it stands must be changed."

The Spanish press has not been slow to take up the challenge thus laid down by the Directorate, expressing its opinion in emphatic terms, and clearly indicating the dilemma that must be faced. Some editors, it will be seen, criticize what they regard as an attempt to "resurrect" a Constitution that has been dead four years, while others hold that the creation of a new Constitution is impossible save under the guaranties of the old. Following are some of the editorial utterances on the subject prior to the Premier-Dictator's announcement of the National Assembly. *El Debate*, of Madrid, organ of the Right, had this to say:

> "The only means of passing from one régime to another must be through the convocation of a National Assembly. We must frankly acknowledge that very little political improvement has taken place from September 13, 1923, to date, since precious time has been lost, and the foundations for a new system have not been laid down. We believe that only through the formation of a strong political party, based on religious faith and justice, can stability be achieved."

Another Conservative paper, *La Epoca*, of Madrid, took a somewhat different view, saying:

> "The only sane and logical step is the full and complete reestablishment of the Constitution of 1876, which was in vigor until September 13, 1923. If we want to reform it or to make any change in it, we must achieve that end through legal means. The Cortes should be convoked as usual, and its members should be the only ones legitimately empowered to make the desired

changes. When we have a Parliament again, we shall all discuss what is best for Spain. To-day, we can not discuss it, because the Constitution is still in existence, and only a Parliament elected by the people can have the power to change it."

More drastic in his indictment is the editor of *El Sol*, also of Madrid, who declares:

> "Our first impulse was not to comment on the proposal, but we do not wish to see our silence misinterpreted in case the constitutional reform is achieved by illegal means.
>
> "We do not see what good can be derived from such a discussion as this, since it is impossible to adopt or discuss a Constitution while the country lives under a dictatorship. The Constitution of Spain may be suspended, but it is by no means abolished.
>
> "Four years have passed, and the Constitution is still suspended in spite of the fact that the announced aims of the Dictatorship have been attained, namely, the solution of the Moroccan muddle, the death of the old political parties, and the administrative reorganization of the country."

Ex-minister Bergamin says in *El Imparcial*, also of Madrid:

> "The Constitution of 1876 is very much alive, as can be seen by the celebration of the King's coronation. It has only been suspended by the Dictatorship. It is the most perfect Constitution in existence in the world."

The same paper observes editorially:

> "The present Constitution is flexible enough to permit certain important changes without a total modification, and this is much to be preferred, since a new Constitution would only aggravate certain differences and resurrect the problems that divided Spain in the early eighties. We believe that a neutral government, composed of men devoid of private political ambitions, could lay the following reforms before the electors: Readjustment of parliamentary representation, reform of the Senate, reform of relations between the Executive and Legislative branches, reform of Justice. These could be presented to the voters and passed upon in free elections which would really voice the people's will, and the changes meriting the people's endorsement would be stamped with an undisputed authority."

The opinion of the element most hostile to the dictator's group was thus voiced by *El Liberal*, of Madrid, organ of the Left, before the censorship was lifted and the free election announced:

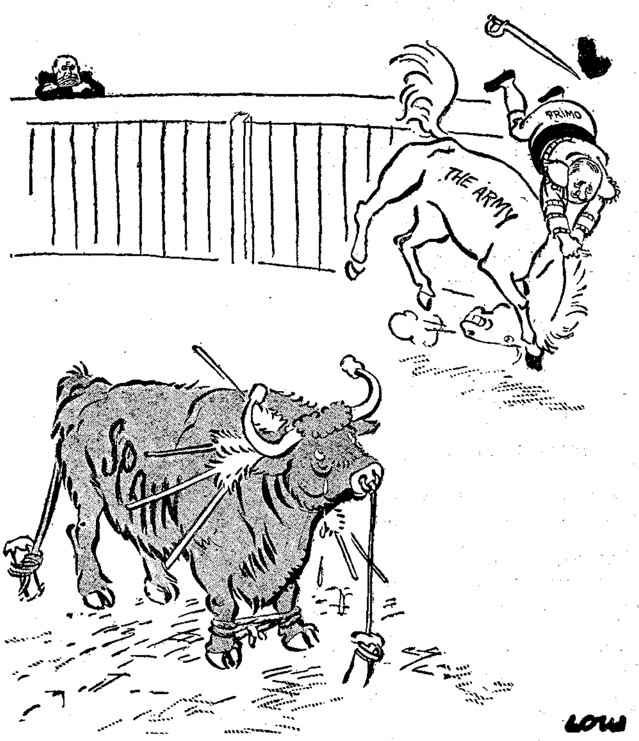
> "Let us be explicit on this point. The Constitution can be suspended for any length of time, since no specific limit is set for its duration; but the Constitution can not be reformed without putting it again into full force. To change it by dictatorial decree would not be a reform. It would simply be a violation.
>
> "If we are all at one in proclaiming the need of a reform of the Constitution, the first thing is to reestablish fully all constitutional guaranties before engaging in further discussion. How are the people to express their opinion on the subject if they are deprived of free speech and a free press? We can not understand what can be the Directorate's objection to a full reestablishment of free speech and a frank appeal to the people through the ballot-box.
>
> "The oft-repeated argument, that the 'old parties' would get into action again, is preposterous. Being in touch with popular opinion throughout the country, we can positively declare that nobody wants the old parties back. In a frank appeal to the electorate, the men responsible for Spain's disasters would be routed. The new Cortes would be totally different from the Governments we had before 1923, and the Constitutional reforms would be sure of success."

El Liberal de Jaen seems to sum up the prevailing opinion in Liberal circles when it says:

> "Granting that the Constitution has only been suspended, as was officially declared by the Directorate itself on September 13, 1923, if it is reestablished as it stood, full punishment should be meted out to those who violated it. There is no way out of the dilemma. What Constitutional rights had the ten generals who engineered the *coup d'état* of September 13, 1923? Do they fall clearly under the provisions of the Constitution? That is the point upon which revolves the whole question—the desire to have the *coup d'état* declared constitutional and valid, which is, of course, an arduous task."

A HINDU CONDEMNS THE LEAGUE

"A LEAGUE OF ROBBERS" is the phrase applied to the League of Nations by a cultured Hindu who has just returned to India from Geneva, and who has decided that the new institution is merely "a device invented by the Imperialist nations to consolidate and extend their ill-gotten gains." Babu Ramanda Chatterjee, M. A., a highly intellectual Brahman of Bengal, is the man, and he is the editor of *The Modern Review* and *Prabasi* of Calcutta. He went to Geneva at the invitation of the League of Nations itself, which offered to bear all his expenses. His inquiry, we are told, led him to become so disappointed with the aims and activities of the League that he preferred to pay his expenses out of his own pocket, and since his return home he has given frank and vigorous expression to his views. According to a speech delivered by Mr. Chatterjee in Calcutta, as reported in the *Amrita Bazar Patrika* of that city—



SPAIN'S DICTATOR IN ACTION

A British view of how De Rivera subdued the revolt in the army.

—*The Star* (London).

> "The League practically means a League of white people. An ex-President of the League (Mr. Benes) frankly confessed in a League meeting: 'The work accomplished by the League of Nations in the past year . . . constitutes a step forward in the evolution of Europe and the improvement of the world.' If the robber nations of Europe gave up robbery, the new organization might lead to the improvement of the world; but if it aims at the evolution of Europe it means practically the enslavement of the world."

The Covenant, according to Mr. Chatterjee, makes it impossible for the League to help any nation that is struggling to be free. He declares:

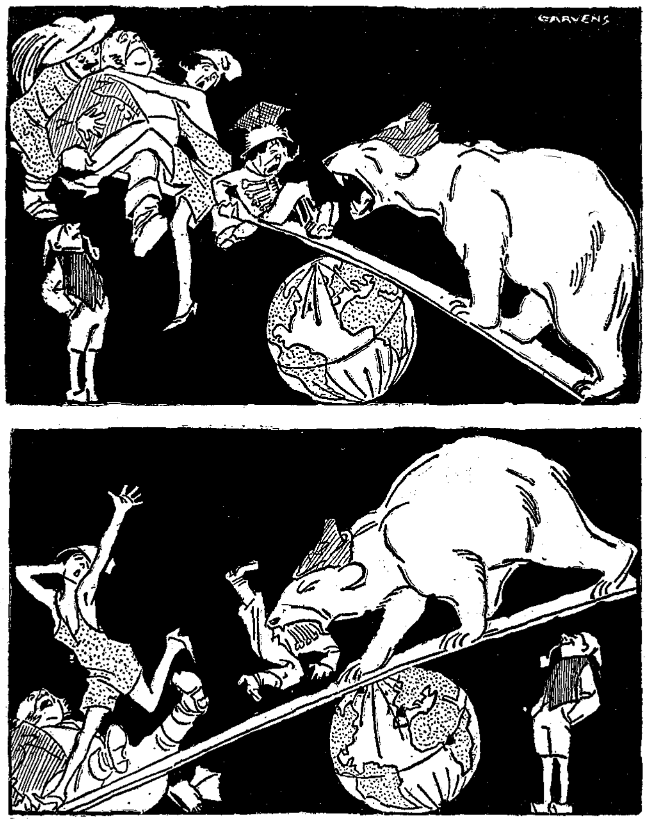
> "In these days of 'advanced' civilization, people have imbibed the habit of hiding the true color of everything, and at present whenever a big Power annexes a territory and thus becomes its virtual ruler, they are apt to call it a mandated territory. Exploitation and enslavement nowadays go by the name of 'sacred trust of civilization.'"

Mr. Chatterjee adds that there are other mandates than those issued by this "league of robbers," including the mandate from God which ordains "that all are to be free in every walk of life."

RED TACTICS DISTURB THE NEAR EAST

"WHO SUPS WITH THE DEVIL must needs have a long spoon," seems to be the moral drawn by the European press from the recent disclosures of the London *Times* regarding Communist activities in the Near East. Much the same conclusion is reached by the press of Turkey and Greece, the only two Near Eastern countries which are attempting the supping feat in question by maintaining diplomatic relations with Moscow. In this connection the semi-official Turkish *Djoumhouriet* of Constantinople publishes an interview with the Foreign Minister of the Angora Government, Tewfik Rushdi Bey, in which that official says:

"Turkey, notwithstanding her treaty of alliance with Russia, desires to maintain the best possible relations with the Western Powers. In other words, the Angora Government declares that its alliance with Russia is dictated by purely political motives, and that therefore our Government does not in the least like to come into contact with the rest of the social teachings that emanate from Moscow. Communism under any aspect has no place in Turkey, and for this reason we forbid any communistic activity in our country. Moscow knows that very well, and has never attempted to carry on communistic propaganda in Turkey. Constantinople is used by Russia as a port of transit for its communistic merchandise, which is chiefly directed to other countries, and more especially to Greece and Jugoslavia."



GERMANY SMILES AT THE RED PERIL

"The European balance of power seems to be a little uncertain, owing to the movements of the Bear." —*Kladderadatsch* (Berlin).

Views similar to those of the Turkish Foreign Minister also are voiced by the Turkish daily *Milliet*, of Angora, in which we read that "Turkey, notwithstanding its excellent relations with Moscow, will not stand for any sort of Bolshevistic activity on its territory. The Turkish nation is firmly resolved to curb all such activities."

Touching upon the celebration of May Day in Turkey, the Constantinople correspondent of the Athens *Proia* has something to say in this connection, as follows:

"The Angora Government had decided to forbid any sort of manifestation on May Day, and accordingly the proper orders were given to all the authorities. The Constantinople proletariat is made up of the minor employees of the different branches of transportation, such as street-cars, railways, the tunnel between the quarters of Galata and Pera, and the numerous steamboats plying between the city and the suburbs of the Bosporus and the Isles of the Princes. Some small tobacco factories and flour-mills furnish their quotas to organized labor. The class-conscious workers have no center of their own, and no representation in Angora. When the council of these workers applied to the Prefect of Constantinople for a permit to lessen the transportation services on May Day, so as to give the employees a chance to celebrate, this official turned to Angora for instruction. The central Government refused to permit any curtailment of the service, and May Day passed without any incident, the workers confining themselves to adorning their respective vehicles with flowers, as was the custom from non-Communist days."

Another Constantinople correspondent, writing for the Athens *Konstantinoupolis*, shows up the difficulties of the situation from a different angle, saying:

"The Angora Government, under pressure from Moscow, has agreed to ally itself with Jugoslavia, on condition that should the Jugoslavs be attacked by the Bulgarians, Turkey should attack Bulgaria in turn, whereas Jugoslavia would assume the obligation to move against Italy should this Power attempt to land troops on Turkish soil in Asia Minor. . . . Turkey was reluctant to enter this arrangement, as she does not like to get involved in the Balkans, and the British and Italian ambassadors in Angora are doing all they can to prevent the Turks from entering such an alliance with the Jugoslavs, in view of the fact that Soviet influence is very strong over the Turkish Government just now"

The Soviet authorities, according to a Constantinople correspondent of the Athens *Empros*, have issued a public denial of the London *Times's* statement attributing to the Soviet mission a subversive and revolutionary activity in Turkey. All these accusations, the Russians say, are simply "wild stories circulated in order to embroil the two countries, whereas all the Soviet Bureau does in Turkey is to replenish the resources of Russia and at the same time to sell Russian products abroad." The Greek correspondent, however, evidently does not altogether accept this statement of the case, for he adds: "The present policy of Turkey is based on the maintenance of peace, and therefore the Angora Government will never permit the soil of Turkey to become the ground for Communist activity and propaganda against the Near East."

At the same time the Bulgarian *Svoboda Ili Smert* prints an article in which the leaders of the "Internal Macedonian Revolutionary Organization" are roundly denounced for allowing themselves to be used as catspaws by the Communists of Moscow. This paper, which is intensely nationalistic, says:

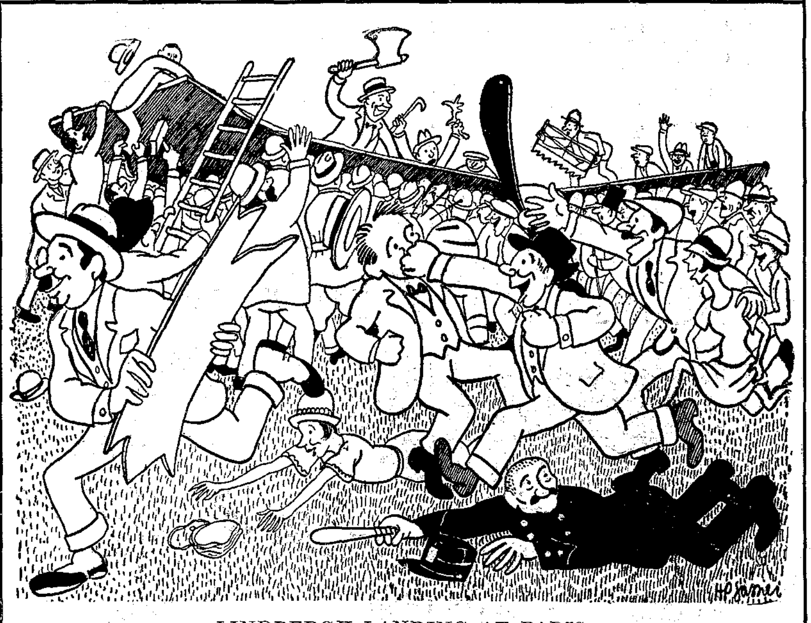
"The reasons for which the I. M. R. O. has been founded were of a strictly political and national character, and had nothing to do with the present ideas and opinions of either Socialists or Bolsheviks. The older leaders of this movement have always been very careful not to flirt with certain parties that wanted to use the Macedonian question for the advancement of their own selfish ends. Macedonia should never become involved in a class struggle. The recent attempts of Bolshevism to put itself at the head of the Macedonian movement betray either a lack of knowledge of this entire question, or a desire to use that question for other purposes."

Greek opinion is reflected in the disclosures of the Athens *Helliniki*, which for two weeks ran serially the details of the activities of the Third International in the Balkans, and especially in Greece. These widely read articles showed that the revolutionary organization of the Third International, so far as it affects the Balkans, is run from Vienna, and has ramifications all over the Near East. The Athens *Proia*, in this connection, says editorially:

"Notwithstanding Greek participation in the campaign against the Ukraine, which was undertaken by Venizelos without the sanction of the Greek people, Greece has maintained a most correct attitude toward the Soviets. If Soviet Russia did not maintain this same attitude between 1920 and 1922, at which time she so amply supplied Mustafa Kemal's Army with arms and money, that is something which we all must forget. We wish to maintain with the Soviets normal relations that will make for better commercial intercourse between the two countries, inasmuch as Greece is not a grain-producing country, and the Russian market comes in so much more handy than the distant grain market of America. But there is no doubt that, as we in Greece refrain from meddling in the internal affairs of Russia, so the Soviet must let alone the social *status quo* of Greece. They must cease their propaganda, which in the end is a propaganda directed against Greek territorial integrity."

FRANCE EXTOLS LINDBERGH'S EDUCATION

PRAISE FOR LINDBERGH runs like a silver thread through the entire French press of the present time. A typical comment is that of *Le Progrès Civique*, of Paris, whose editor recalls a certain cartoon showing an airplane poised high above the sea. "Is it a Frenchman, an Englishman, or an American?" one spectator is asking. And the other replies: "It is a man." Taking this as his text, the editor continues: "Glory to Lindbergh, who has made us proud of being men! The whole world has felt his greatness. For the notable thing is the unanimity of the welcome given to this youth. Truly, not one false note. An admiration without reticences, without jealousy, without vulgar nationalism!"



LINDBERGH LANDING AT PARIS

"Let us smash everything! Let us carry everything away for souvenirs! Let us show him what love is!"

—*Cyrano* (Paris).

The American system of education which helped to shape this heroic youth's character is the theme of an article by Raymond Gérard in *L'Echo des Sports*, of Paris, in which he says:

> "The marvelous exploit achieved by Charles Lindbergh was due to exceptional qualities of courage and cool judgment. But one can say also that it is a product of the advantages of American education. Lindbergh, in physique and in morale, s a representative type of the younger generation of Americans.
>
> "There is a world of difference between the shaping of minds in France and the preparation for life in America. French education is an affair of classes, of lessons, of studies, during which we pitchfork into the mind of the student the innumerable matters of school curriculums. The brain of a French high-school pupil is like a steamer trunk into which one packs a lot of widely different articles without regard to the destination of the tourist.
>
> "American education is not at all like that. Before setting a big pile of books before the pupil, the teacher asks himself: Where are we going? What is the ideal to be attained?' The Greeks sought happiness through beauty. Modern nations seek to dominate by force. All right! Force is not obtained through books. For one sage we have ten men of action. Science can help, but the source of energy lies in character."

Let a nation forge souls, says M. Gérard, and success shall be its reward. He holds that the four bases of ideal character are vitality, courage, sensibility, and intelligence, and after defining the first two, he continues:

> "Sensibility tempers the impetuosities of courage, it gives to a man the nobility of heart which surpasses all other virtues. Think of Lindbergh, and of how, a few minutes after his fantastic whirl of activities, when he was nearing the limit of his strength, he had only one thought: 'I want to visit the house where Nungesser lived before his last flight, and I want to go and pay homage at the tomb of the Unknown Soldier.'
>
> "Finally, intelligence. It permits the superior utilization of the three other qualities, vitality, courage, and sensibility. We no longer live in those primitive times when the victory went to the strongest and boldest. Lindbergh has all the energetic qualities, but he adds to these the technical training indispensable to the aviator. This 'Flying Fool,' as he has been called, is like *Hamlet:* he has only the appearance of insanity. The passion for sport is too deeply anchored in him for him to go and risk in one mad adventure the chance of living through others.
>
> "He sets out for Paris in an airplane which he knows perfectly, upon which he has practised, in which he has traversed in twenty-one hours the 4,500 kilometers which separate San Diego from New York. Speed being a prime element of success in his flight, he places his seat very far back in order to reduce the resistance of the wind. He keeps his landing wheels and carries three days' provisions and a little life-boat. All these precautions show a well-poised intelligence in this Flying Fool. The union of good judgment and extreme audacity is one of the characteristic traits of the American spirit."

What clearly distinguishes American from European education, in the opinion of this discerning French critic, is something that can be summed up in three points, namely: Constant care for the health of the child and the training of his muscles; respect for his personality and the development of his particular aptitudes; encouragement of free realization of the child's tendencies, even if these are marked by some eccentricity. Then he goes on to give this example:

> "Three or four years ago the students of a university took it into their heads to construct a theater in order to act their plays there, for dramatic art is very much in favor among the young people. The ambitious scheme is organized. A special train with as many sleeping-berths as travelers, forty actors and musicians to transport every day, managers, scene shifters, etc. They play in a different city every night, thirty nights in succession, and go to banquets, receptions, and balls besides. They break the record for energy. The undergraduates come home worn out but happy. They have done something. In America, in England, they do not rest from intellectual work with the going down of the sun. They find diversion in struggling against material difficulties. The motor is always left running.
>
> "In vacation camps the young girls amuse themselves by reenacting the life of the red Indians. They dash through the country on horseback and dance around camp-fires singing songs of the Blackfeet and Sioux.
>
> "Lindbergh, the big blond boy with blue eyes, is the product of an education that teaches how to apply all the known sciences, how to be inventive, ingenious, able to solve enigmas. His name is henceforth engraved upon all memories. In America his flight will be commented upon in the schools and his portrait will be hung on the wall beside that of Longfellow. And why not? All the poets are not confined to literature. There is a poetry of action. Those who achieve its rhythms deserve to be placed beside the masters of rime. In our age, to achieve means even more than to sing."

THE ROCKET-SHIP OF THE FUTURE

COLONEL LINDBERGH'S FEAT, with which the world is now ringing, will look like the expedition of a snail across the street when Max Vallier, a German astronomer and aviator, crosses the Atlantic in his "space-ship" with rocket-propulsion in a matter of two hours. Of course, Lindbergh has really done his stunt, whereas Vallier is separated from his by years of patient experiment; but his is no paper scheme. He is even now building a rocket-ship, in combination with an airplane, and by gradually increasing the importance of the rocket feature he hopes ultimately to ascend in a ship that is all rocket. Even the moon is not altogether beyond the limits of his speculation. Mr. Vallier explains his theories and his plans in *Discovery* (London). He writes:

"What are distance, speed, and time? A hundred miles is a long way: four days' march, if one attempt it afoot; for the cyclist a good days' pedaling; for the express train not much over an hour's steam; and a mere trifle over half an hour for the airplane. The shell from a modern long-distance gun would traverse the hundred miles in three to four minutes; speed, in fact, eliminates distance.

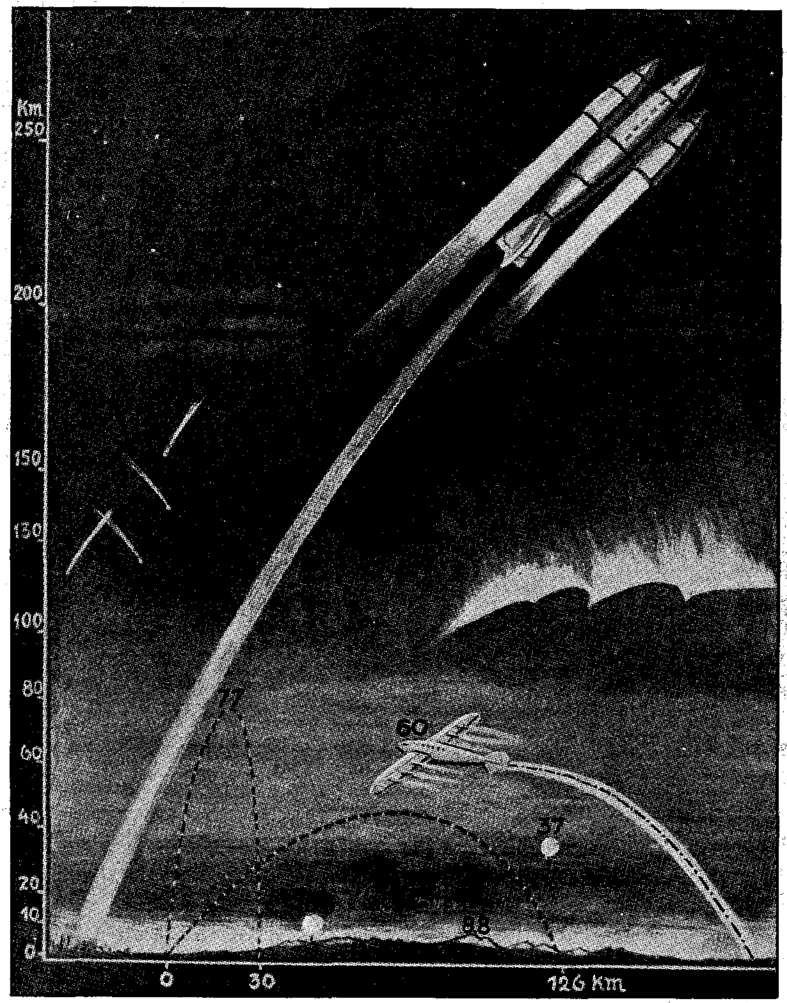
"Our present type of flying-machine can never attempt this, however. The higher it reaches, the lighter is the atmosphere and consequently the less its power. As the result present-day height records are restricted practically to what has already been accomplished—a mere eight or nine miles. This is insufficient. We must go higher—a hundred miles above the earth's surface; five hundred miles even!

"It is expected that by means of adjustable propellers, by a preliminary condensation of the air introduced through the carbureter, and by means of various special arrangements of apparatus, better climbing capabilities will be procured, and so enable heights of nine to ten miles or even twelve to fifteen miles to be attained. But we already know that the limits of such airplanes will be quickly reached. Preliminary condensing of the air causes an increasingly greater demand on power until at last the gain in motor effort through compression is equalized. Above these limits a propeller machine can never be successful and it is improbable that much over fifteen miles above the earth's surface will be accomplished. Only a machine in which the method of working is quite independent of the surrounding air can open the path to the celestial spaces, and then only when it can develop sufficient power and carry fuel in great enough quantity.

"The only method likely to be successful is the rocket system. This alone—not the cannon shot!—gives any suggestion of likelihood, especially if we take into consideration the dispatch of living beings into space.

"According to the calculations of Prof. A. von Parseval, a giant airplane flying at a height of ten miles should travel from Berlin to New York in twenty-eight hours and forty minutes. The machine would be of fifty tons weight, with cargo space for nine and a half tons.

"Now consider the same flight with the rocket-ship proposed. The start would have to be at a very acute angle, 80 degrees, so that the thin air stratum be quickly reached. After seventeen seconds the ship is calculated to attain a speed of 400 meters per second at 3,000 meters high; after thirty-five seconds at 20,000 meters high, the rate of progress would be 800 meters per second; and after forty-five seconds at 50,000 meters over the sea and seventy kilometers horizontal distance from the starting point, the horizontal speed would be 2,000 meters per second. At this rate New York would be reached in an hour and a half.



Illustrations with this article from *Discovery*, London. Reproduced by permission

TO REACH NEW HEIGHTS WITH THE ROCKET-SHIP

The first step proposed by an enthusiastic German experimenter is the airplane with auxiliary rockets which would attain a height of forty or fifty miles as compared with the eight or nine now attained by airplanes and balloons. Then would come the final rocket-ship which would climb 200 miles or more from the earth's surface, and might even, it is suggested, carry men to the moon. In studying this diagram it should be remembered that a kilometer is about three-fifths of a mile.

"For more than three years now we have been reading reports in the press about constructors in different civilized lands who are working on the development of high-capacity rockets. Professor Goddard will, it is stated, send greetings to the moon by a rocket which shall be of a duplicate nature, one rocket driven by powder withi another rocket; Professor Oberth, one reads further, will send men to the moon and back in a rocket, the driving power of which shall be a fluid propellant. More modestly, von Hoeff of Vienna will send a Sondier adjustable rocket sixty miles into the unknown.

"There is another path of development in this sphere o activity, namely by way of the present airplane to the eventua space ship. It is my intention to advance along this path In the laboratories, progress is being made with the investigatio of a high-capacity rocket with fluid propellant and a new ignitio system. A small 7-10 foot model will be experimented with a first. From this start a normal 'chaser' airplane will be designed, into the wings of which will be fitted auxiliary rocket apparatus. In this manner it will be possible to study during flight the working of the rocket as a motive power, and this seems to me to be of great importance in regard to wider developments."

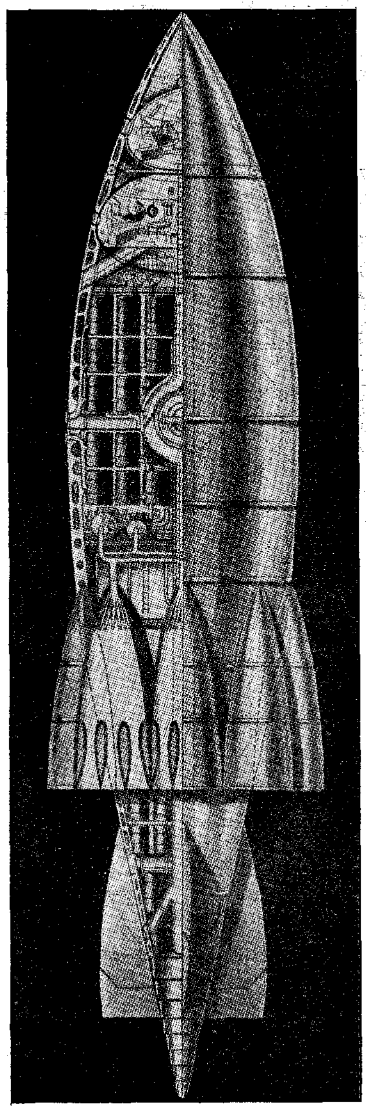
The first thing to do, Mr. Vallier says, will be to prove that a man can rise to certain heights. Greater and greater heights will be attempted, till all records are broken. When this has been successfully accomplished—and he intends to make the trials himself—he hopes to develop the rocket-ship to such a capacity that in a few years heights of 150-200 miles above sea-level may be possible. If this should be possible the perfecting of the rocket-ship to such a degree that it will become a real space-ship should proceed rapidly. He goes on:

"As soon as a ship can be constructed giving a speed of 12,800 meters per second, it can escape, it has been calculated, from the earth; we shall be able to journey to the moon, land on its surface, and return again at will to earth; the moon may then become a colony for our world.

"As a result of the research work of Professors Ziolkowsky, R. H. Goddard and H. Oberth, together with the common labors of later experimenters, the great idea has been pursued till the view is now generally held that 'projection into space' is, with the help of present-day technical media, already within the realm of possibility. On the other hand, voices are being raised in increasing numbers denying the probability of success in such undertakings. It may be of interest, therefore, to consider a few of the most important points for and against, and discuss them side by side.

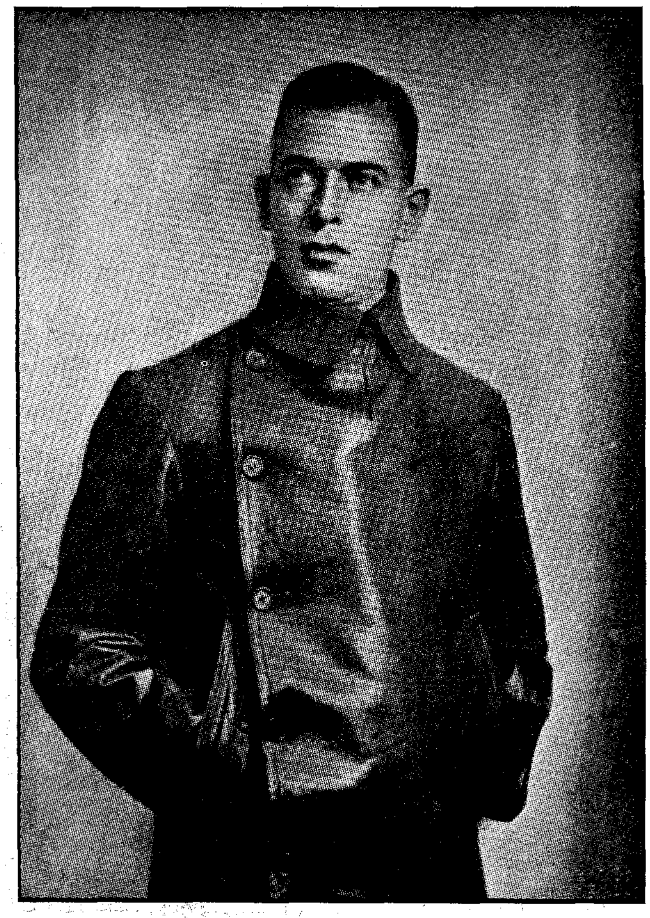
"The first and fundamental objection is the illusion that, in the empty space beyond the earth's atmosphere, voluntary movement and steering is quite impossible, because the motor of the ship, whatever its nature, will find no resistance for its power development. As the great Newton discovered two hundred and fifty years ago, we may say in reply that in traveling through the atmosphere the rocket does not rely on the support of the air, but moves by its own internal energy through it; the space-ship likewise would move forward by means of the expulsion through the nozle, as exhaust, of the gas molecules developed by the explosion of the propellant fuel, whereby a continuous recoil would exist (similar to that which occurs, tho of brief duration, when a rifle or a big gun is fired) to drive the ship onward.

"A further objection is that a space-ship in its rapid passage through the air would burn up like a meteor, and that, even if this danger be surmounted, in the cold of space the ship would become brittle and collapse on the slightest pretext. We are prepared for this! In ascent the speed of the machine can be so regulated by preliminary calculation that it will increase only in ratio to the decrease of atmospheric resistance, and therefore also of the air friction. The danger is more likely to be realized on the descent when the machine—if not retarded beforehand—will enter the highest and thinnest air stratum at a speed of 11,000 meters per second. While we certainly have no experience of control of a machine in the pressureless and ice-cold regions of space we can, before the trial ascent is made, experiment and investigate with a comparatively small model ship in the laboratory.



THE ROCKET SPACE-SHIP

Design for proposed machine, in which the engine-rooms and passenger-cabins are seen in the forepart, the rocket tubes being contained in the tail end.



WILL HE CROSS THE ATLANTIC IN TWO HOURS?

Max Vallier, who is planning a "rocket-ship" which would ascend 200 miles into the air and cross the ocean before breakfast.

"Tho the arguments used in regard to objections so far raised meet the case in respect of space-rocket machines, further points arise when we come to deal with ships carrying human beings. Space-ships to carry human beings must be so controlled as to maneuver and accelerate within the limits of the capacity of man's organism. This is technically possible. The fact that air pressure and composition in the interior of the vessel must be artificially maintained at such a state as human beings are accustomed to on land presents little difficulty.

"But there are various matters which give anxiety when it comes to actual flight in space. From the moment the rocket-motors are stopt, the ship and its whole contents will answer the laws of gravitation just in the same way as does a stone thrown into the air. Altho the various parts and passengers will not react upon one another according to these laws, there must be installed various aids such as guide ropes, slings on the walls, iron-soled shoes and magnetic floors, which would help to correct involuntary movement. We do not know, however, if the lack of gravity will not bring about some new form of dizziness, or even unconsciousness. And herein we see the possibility of disaster; what might happen should the pilot become unconscious may be visualized by any one. It is hardly likely, however, that the heart, except at the start of the flight, would be affected, for it would, at least, have lighter work to do, tho this point must be fully tested, especially the extraordinary demand made on it at the start.

"But experiment is more valuable than discussion, and result is ultimately the only criterion of success."

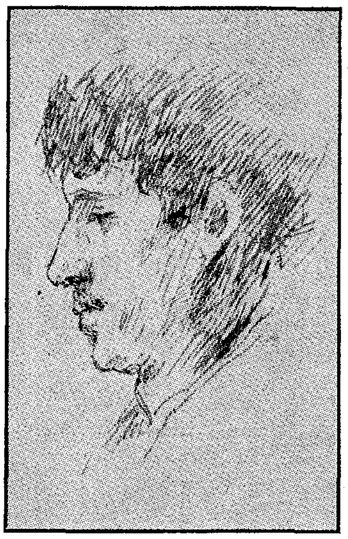
THE INVENTOR OF THE PHONOGRAPH

WHAT WAS HIS NAME? Edison? By no means! cries *L'Illustration* (Paris). The inventor's name was Charles Cros, and the phonograph is "a great French invention." Let us hear what the French magazine has to say in support of its assertion—urged on by the proposal of the French *Chambre syndicale des machines parlants* (Talking-machine Association) to celebrate the semi-centennial of the invention. Great is Edison, proclaims *L'Illustration;* but he followed only in Cros's footsteps. We read;

"Since the war we have somewhat abused centennials. Still, they ought to be recognized. Besides encouraging the worship of French genius, extinguishing many myths and repairing much injustice, they do their part, we may hope, toward reminding official scientists that they have been guilty of serious mistakes, and that in spite of the examples with which the history of inventions swarms, they are still making them daily, many of them continuing to turn down every new idea, just because it is new.

"Charles Cros was born at Fabrezau, Department of the Aude, October 1, 1842, his father being a teacher of philosophy. At the College de France he studied Hebrew and Sanscrit. Becoming one of the 'Parnassian' school of poets, with Verlaine and Banville, he also attacked all sorts of scientific problems. Ducos du Hauron presented his first color-photographs to the Société Française on May 7, 1869; a little later, Cros, then only twenty-seven years old, announced an analogous method—the 'three-color' plan still in use. The two inventors had worked entirely without knowledge of each other.

"On April 30, 1877, Cros deposited with the Academy of Sciences a manuscript containing the detailed description of a device for 'recording and reproducing acoustical vibrations.' This deposit confers no privilege on an inventor; it only enables him to prove the priority of his work. On December 3, following, by Cros's request, the manuscript was opened at a meeting. It contained the following note, which forms part of the proceedings of the Academy and which I quote here to prove to the reader that it describes a complete phonograph."



FRENCH RIVAL OF EDISON

Cros, as drawn by his brother Henry.

These specifications, as quoted, describe a method of recording sound on a cylinder and reproducing it, substantially as in Edison's earliest machine. The writer goes on:

"Cros could interest no one in his invention. He had not even the hundred francs necessary to patent it!

"All this time Edison was at work. Was he ignorant of Cros's device? In any case, he must have seen the note printed by the Academy of Sciences. The celebrated American took out a preliminary patent on December 19, 1877, and a more explicit one on January 15, 1878, but it was not until June 7, 1878, that his patent was recorded in France. On March 11, 1878, he had already exhibited before the Academy a rudimentary device which recorded and reproduced two phrases pronounced by his representative. The tones were somewhat nasal, but the feat had been accomplished. A large number of academicians found the result so extraordinary that they believed they had witnessed some elaborate trick. Bouilland, a physician, believed that ventriloquism had something to do with it!

"Earlier, Brandon, reading the text of the patent, was even then skeptical. Much interested, and wiser than Bouilland, he himself constructed a small phonograph for his private edification. The instrument talked very badly—but it talked.

"In recalling these facts, I have not dreamed of contesting Edison's fame; I have only wished to insist on the incontestable glory of Charles Cros, who alone invented the phonograph, in its smallest details. This is not a case, as often happens, of 'an inventor's vague idea.' When Edison took out his first patent, he had never realized it, and his conception was much less clear, it would seem, than that of our compatriot. Here is a detail to be remembered; Cros looked forward to the photographic reproduction of the record traced on a layer of lamp-black; an indefinite number of prints could then be taken from the negative. In Edison's first phonograph, the sheet of tin-foil that recorded and reproduced the sound was too fragile to serve as a master-record.

"Whether he had ever heard of Cros or not, Edison's fame remains great, for the practical realization of the device was extremely difficult. After ten years of work, Edison wrote in *The Electrical World* for November 12, 1887:

"'I doubt whether I shall ever see a phonograph that will reproduce all speech in an intelligible fashion. So I have preferred, leaving to future generations the task of perfecting the phonograph, to devote myself instead to the electric light.'

"Nevertheless, the great American was not discouraged; thanks to him, and to his competitors who worked behind the priority rights of Charles Cros, the phonograph—tho still susceptible of improvement, became the remarkable instrument that we know to-day.

"Its principles of construction are still nearly those specified by Cros. Records are made on a soft substance which furnishes, by means of galvanoplasty, a mold from which an indefinite number of reproductions may be struck off. Soon, it would appear, we shall have disks made by an electric process that is still secret.

"Charles Cros died in Paris in 1888, almost in misery, in a house on the Rue de Tournon, where the Talking-machine Association has affixt a memorial tablet. Toward the end of his life, his chief occupation was literature. His brother Henry, who died in 1907, was a talented sculptor and also a great research worker. He rediscovered the formula for encaustic painting and produced the first *pâtes de verre.* Charles Cros had two sons, of whom only one survives—Guy Charles Cros, also a poet, whose *Fêtes Quotidiennes* form part of the library of every lover of verse."

A proof of the above article was sent to Mr. Edison, with a request for a reply, which appears on the opposite page.

PERHAPS POISONS ELECTROCUTE—When Socrates died from a dose of poison hemlock, he underwent the same physiological processes that the modern criminal does who passes out in the electric chair, according to a theory advanced by Dr. R. Beutner of the medical school of the University of Louisville. Says Science Service's *Daily Science News Bulletin* (Washington):

"How poisons actually operate to bring about death is a mystery that has hitherto never been explained satisfactorily. However, Dr. Beutner told members of the Federation of American Societies for Experimental Biology, recently, that the deadly effect of certain drugs and poisons like strychnin and atropin is caused by electric charges produced somewhere in the brain and nerves. Dr. Beutner described a new type of galvanic cell with an oily layer as a central conductor, in which he has found that strong poisons will exert marked electrical changes, such as a lowering of electrical voltage. 'This, then,' he said, 'shows that violent poisons actually produce electrical changes in an artificial system which, to some extent, reproduces the conditions in a living organism.' Even very minute amounts of poison diluted millions of times by the blood that carries the agent of death to the brain, exert an overwhelming action on the body. Dilutions of poisons of one part in a million cause a marked effect in the type of galvanic cell that Dr. Beutner has used in his experiments, while no non-poisonous substance, he stated, will act in the same way in the galvanic cell under similar conditions. According to this theory, the scientist explained, an animal that dies from the effects of a dose of strychnin has suffered a similar injury in its brain as if it had been struck by lightning or electrocuted. The same conditions hold good for the reactions of strong poisons given for therapeutic purposes. When exceedingly minute doses of strychnin are given as a tonic, or morphin is administered to relieve pain, the electrical charges are so moderated in their distribution to the brain and nervous system as to cause a beneficial reaction."

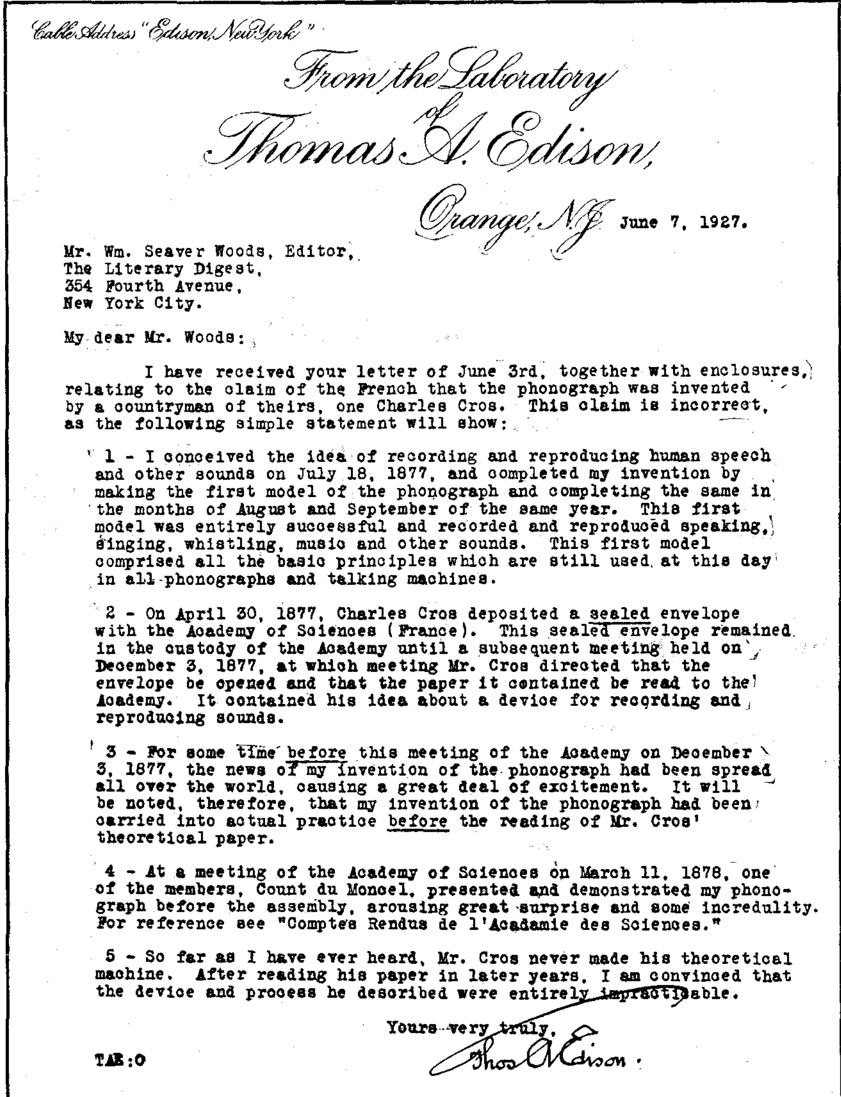
WHAT FISHES SEE

THE OUTLOOK OF A FISH upon his landscape—or rather, "waterscape"—must be radically different from ours, for he can see color where we see none. That this has been definitely proved is asserted by H. Munroe Fox, who writes on the subject in *The Forum* (New York). It is no easy thing to know what animals see, says Mr. Fox, for no one can ask an animal directly what its impressions are nor hear the truth by word of mouth. The physiologist studying the senses of animals must attack his problems by indirect means. Methods must be employed which depend upon the reactions of the animals to the external world. Since we can not directly know the sensations of animals, we study their responses to sensations. He goes on:

"The color senses of fishes have been profoundly studied in the last few years. We know now that not only do fishes see colors but that they appreciate shades unknown and inconceivable to us.

"In two quite different fashions it was found out that fishes know the differences between colors. The first method of investigation was this: Certain fishes—notably the flat fishes such as the plaice, sole, and turbot—have the power of changing their dress. They can assume one pattern of color or another at almost a moment's notice. These color changes are brought about in the fish's skin by minute cells or bags of dyestuff. These are microscopic bags, each of which can be extended to cover a wide area or can be retracted to a point. When bags of a certain hue are extended, the fish's skin assumes that color, and when these same bags are retracted, the skin lacks the tint in question. The movement of these color bags is controlled by nerves which get their signals from the brain. Now it has been found that these fishes can rapidly adapt their color patterns to the pattern and to the colors of the ground upon which they lie. Evidently, then, the fish sees the different colors of the pebbles with its eyes, and the brain telegraphs the signals to the color bags so that the skin pattern imitates the stones.

"A second line of study has led to this same conclusion. It has been found that fish can be trained to take their food off different colors. And once trained, they will return always to the same color whether food be placed on it or not. They make no mistakes between tints, and this proves they appreciate color differences."



Cable Address "Edison, New York"

From the Laboratory of Thomas A. Edison,

Orange, N.J. June 7, 1927.

Mr. Wm. Seaver Woods, Editor,
The Literary Digest,
354 Fourth Avenue,
New York City.

My dear Mr. Woods:

I have received your letter of June 3rd, together with enclosures, relating to the claim of the French that the phonograph was invented by a countryman of theirs, one Charles Cros. This claim is incorrect, as the following simple statement will show:

1 - I conceived the idea of recording and reproducing human speech and other sounds on July 18, 1877, and completed my invention by making the first model of the phonograph and completing the same in the months of August and September of the same year. This first model was entirely successful and recorded and reproduced speaking, singing, whistling, music and other sounds. This first model comprised all the basic principles which are still used at this day in all phonographs and talking machines.

2 - On April 30, 1877, Charles Cros deposited a sealed envelope with the Academy of Sciences (France). This sealed envelope remained in the custody of the Academy until a subsequent meeting held on December 3, 1877, at which meeting Mr. Cros directed that the envelope be opened and that the paper it contained be read to the Academy. It contained his idea about a device for recording and reproducing sounds.

3 - For some time before this meeting of the Academy on December 3, 1877, the news of my invention of the phonograph had been spread all over the world, causing a great deal of excitement. It will be noted, therefore, that my invention of the phonograph had been carried into actual practice before the reading of Mr. Cros' theoretical paper.

4 - At a meeting of the Academy of Sciences on March 11, 1878, one of the members, Count du Moncel, presented and demonstrated my phonograph before the assembly, arousing great surprise and some incredulity. For reference see "Comptes Rendus de l'Academie des Sciences."

5 - So far as I have ever heard, Mr. Cros never made his theoretical machine. After reading his paper in later years, I am convinced that the device and process he described were entirely impracticable.

Yours very truly,
Thos A Edison.

TAE:O

MR. EDISON'S REPLY TO THE FRENCH CLAIM

But the newest researches have gone further still. It is well known that when white light is made to pass through a glass prism it is split up into its component colors. Such a rainbow-like spectrum from an arc lamp was projected into an aquarium, and fishes were taught to pick up their food from one particular color. *After a short apprenticeship they returned invariably to this same color.* In this way it was discovered that the fish know the differences between red, yellow, green, and blue. But in addition to this a most extraordinary fact emerged. The fish not only see the colors which we appreciate, but they perceive another of which we can form no conception. To quote further:

"Light passing through a prism is split into its component rainbow colors just as it is in passing through rain-drops. As one end of the scale is red, then come in order yellow, green, blue, and violet. But beyond the violet there are still other radiations to which we must not refuse the name of light rays, altho we can not see them. Our eyes are so constructed that they lack the necessary apparatus to appreciate these radiations out beyond the violet, and we give them the name of ultra-violet just because we can not conceive of their real color. If we can not see them, how then do we know that the ultra-violet radiations exist? From the fact that they affect a photographic plate just as visible light does. And every one knows to-day that the ultra-violet rays from the sun have a stimulating and curative effect on the human body.

"To return, however, to our fishes, this recent research work has brought out the fact that in their watery homes they live in a world richer in colors than our own world. For not only do the fish distinguish all the colors which we can see, but in addition they perceive the ultra-violet.

"In the yellow region of the spectrum, between the red and the green, and in the blue region, between the green and the violet, our eyes are most sensitive to changes in tints. Two reds, two greens, or two violets can hardly be known apart altho they belong to different parts of the spectrum. But two yellows close together in the spectral scale, or two blue-greens differing slightly, will easily be distinguished. How can one tell whether the fish's eye is like our own in this respect or not?

"Naturally no fish is perfect. To err is human, said St. Augustine. But it is also fishy. They make mistakes. A fish trained to go for its food to a certain shade of green would make unerringly ninety times out of a hundred for this shade. But every now and again it would make a slip and swim toward a green rather more on the yellow side or rather more toward the blue. Now, for each shade of color with its trained fish, the percentage of errors was noted. And it was found that most mistakes were made in the pure reds, pure greens, and pure violets. The fish's eye was most trustworthy in the tints of yellow and of blue-green. From this it follows that, just as in the case of man, the *fish is most sensitive to color differences in the regions of transition between red and green and between green and violet.*

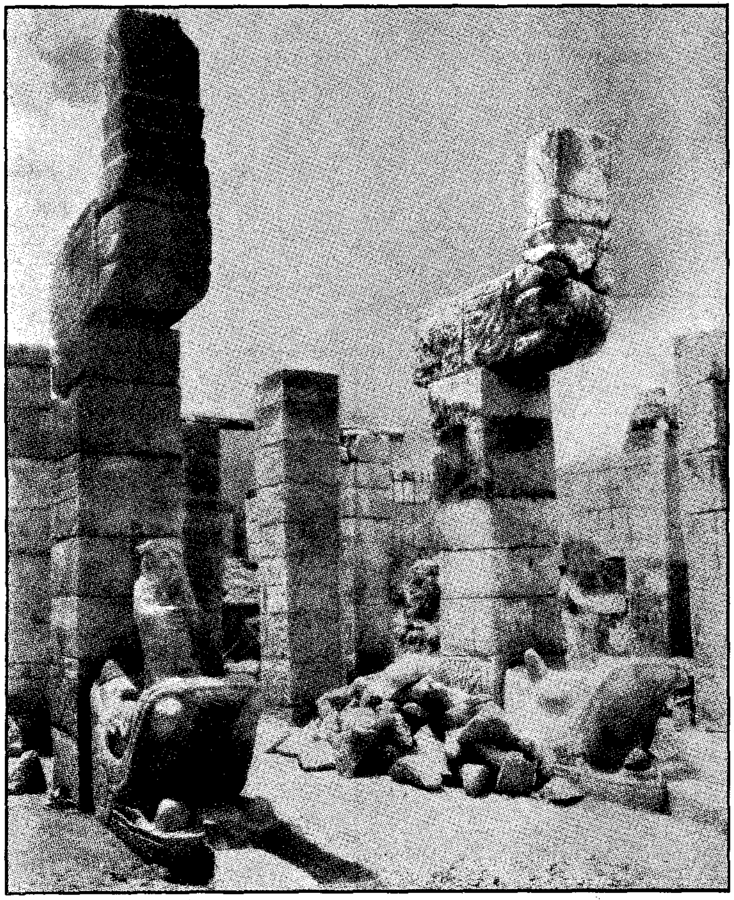
"These details of color sensitiveness are of the greatest importance to the scientist. But the most startling fact that has emerged from the researches is the fish's appreciation of the ultra-violet as a color, of which we have no conception. An old English saying has it that blue is true, yellow is jealous, green's forsaken, red's brazen, white is love, and black is death. What quality would be attributed to ultra-violet?"

LETTERS - AND - ART

LITERATURE DRAMA MUSIC FINE-ARTS EDUCATION CULTURE

"GREEKS OF THE WESTERN WORLD"

WHAT WE MIGHT HAVE BEEN, had we inherited the civilization of the early Western World instead of that of the Eastern, who can say now? But interest in America's archeological past in Yucatan has begun to compete with the thrills over new discoveries in the lands of the Greeks and Romans. In a certain sense the parallel between the early ages of the two continents is striking. The Mayas of Yucatan are made to stand for the Greeks, the Aztecs for the Etruscans and the even more warlike Toltecs for the Romans. The high state of civilization of the Mayas is evidenced by the remains that now interest explorers, and are set forth in the recently published "Silver Cities of Yucatan," by Gregory Mason. This book takes the vaunting out of the purely Nordic claims of cultural advancement:


From *Art and Archaeology* (Washington)

THE PLUMED SERPENTS

Two massive feathered serpent columns, with heads on the ground and tufted tail-rattles rising fifteen feet above, divide the entrance to the Temple of the Warriors at Chichen Itza, Yucatan.

"During the years when Henry II and his two sons, Richard and John, were reigning over all England, still primitive in many ways under an exceedingly thin veneer of Norman culture, there existed in Yucatan a civilization whose ethical standards were far higher, altho it had long passed its zenith. For the Mayas who had developed it had been conquered by the Toltecs, much as the Greeks had been conquered by the Romans.

"And when the great emperor of the Toltecs, Quetzalcoatl, conqueror of the Maya 'Second Empire,' died (about the time that King John at Runnymede was reluctantly signing that legal document by which we to-day profit), so justly revered was he that he was made a god—the great god Quetzalcoatl—of the Maya stelæ—because (paradoxically) 'during his life he had been a good republican.' The Maya civilization was old then. Its oldest inscribed date is 98 B. C., according to our computation of time. The earliest date at present, in 'the dim record of these vanished people,' has been found by Dr. Spinden to be August 6, 613 B. C., when 'those ancient Americans began to give each day its consecutive number, and to keep a close tabulation of celestial events.' (Across the sea of the sunrise, at that time, Thales was founding Greek philosophy.) But between that time and 98 B. C. are 'clouds and thick darkness.' Yet a rift may come any day. That is what makes archeological exploration in Central America and Yucatan so peculiarly alluring."

The Mason-Spinden expedition, as we read in the Boston *Transcript*, was backed by the Peabody Museum of Harvard, and the explorers were accompanied by representatives of the American Museum of Natural History. The remains of seven cities were found—

"Also smaller sites like suburbs, for the Mayas were 'a city-dwelling people as we of the United States of America are coming to be.' These discoveries greatly lessened the amount of Maya territory still to be explored. New forms of Maya painting and architecture were discovered. Many new species of birds were obtained. Much new hydrographic data were secured.

"One attempt, however, was unsuccessful: that to search for the mysterious cities of Huntichmul and Ichmul, in which, it is said, the Maya Indians of to-day, degenerate descendants of great ancestors, conserve the remnants of their old civilization. To the natives they evidently have some special importance. 'What it is,' comments Mr. Mason, 'science would give a good deal to know.' John L. Stevens, in his famous 'Travels,' recorded that one of these cities had been seen, from afar, by a Spanish priest—a 'large city, spread over a great space with turrets white and glistening in the sun.' He adds, 'No white man has ever reached this city.' The same is true to-day, at least no white man who has lived to tell the tale. Yet only in cities like Huntichmul and Ichmul (if they exist) can the riddle of the Maya civilization be solved. And 'Huntichmul and Ichmul are forbidden.' But—'Perhaps if you come back next year'—thus the commandant of Santa Cruz de Bravo, vainly importuned for permission to see these hidden cities, as he looked covetously at Mr. Mason's hammerless double-barreled shotgun, the first of its kind he had ever seen—'perhaps if you come back next year, I can let you see these cities you ask for.' 'I hope to return next year with an automatic shotgun,' is Mr. Mason's pregnant comment."

In a recent number of *Art and Archæology* (Washington) account is given of the work focusing upon the Temple of the Warriors at Chichen Itzá, by the Middle American Archeological Staff of the Carnegie Institute. We read:

"Like other temples of Maya construction, the Temple of the Warriors is built on a pyramidal foundation. The supporting structure covers two-thirds of an acre and rises in four terraces thirty-seven feet above the general level of the great artificial terrace, covering some fifty acres, upon which the northern part of the city was built. A stairway thirty-four feet wide, containing thirty-six stone steps, ascends one face of the pyramid at the sharp angle of sixty-six degrees with the horizontal. Two stone balustrades, four feet wide, carved to represent feathered rattlesnakes, the rattles at the bottom, the heads—with fanged mouths—at the top, flank the stairway and lead upward to the temple portal. Here two massive feathered serpent columns, with heads on the ground and tufted tail-rattles rising fifteen feet above, divide the entrance into a triple doorway.

"The temple building itself, which crowns the pyramid, as it stood before the ruthless forces of nature caused its collapse, consisted of two finely proportioned rooms, each thirty by sixty-one feet, enclosed by walls of cut stone. One of these rooms, the inner sanctuary, contains a painted stone bench with sloping back. Against its rear wall stands a superb altar, fourteen feet long, eight feet wide, and two and three-fourths feet high, which is supported by nineteen human figures of stone in colors, with arms raised, Atlas-like, above their heads.

"Twenty square stone columns once supported the vaulted roofs of the two rooms. Each of these columns is faced with sculptured figures of warriors in plumed helmets and armed with spears and clubs, originally vividly colored. It is these sculptured figures that suggested the name—Temple of the Warriors—by which the structure is known.

"Everywhere present, portrayed in sculpture and in painting, is the feathered serpent, the conventionalized representation of the Toltec god, Quetzalcoatl, whom the Mayas called Kukulcan. This god was conceived of as a union of a bird and a rattlesnake, symbolizing the union of the god of the air and the god of the earth.

"Mr. Karl Ruppert, assistant archeologist, who has supervised the reassembling of the sculptured elements of the foundation and of the temple façade, states that each of the four terraces is composed of a sloping lower section of cut stone and a vertically rising cornice, which carries a sculptured frieze of peculiar interest. On it appear in low but distinct relief alternating pairs of warriors, eagles, jaguars, and an unidentified short-tailed thick-haired quadruped which, for want of a better name, has been called the 'Woolly,' The warriors wear elaborate costumes which show traces of color, while the animals squat on their haunches and hold in their forepaws an object, thought by some to represent a human heart, which they seem to be offering to the warriors whom they face.

"The sculptured elements of the walls of the temple proper which have thus far been replaced all belong to the lower zone of the temple façade. These elements consist of masks and of serpent-bird panels.

"The masks are grotesque faces with curling noses built up of separately carved blocks. They vary somewhat in size but their average width is six feet two inches and their height three feet two inches. Each is made up of twenty-three or twenty-four separate stones. These masks were once elaborately painted in red, green, yellow, and blue. The mouths were in red; the lips in yellow or green; the ears in green to represent jade; and the earrings in red. The ornaments above and below the ears were painted red, blue or yellow; the eyes, red, yellow, or green; the eyebrows, green or blue. The head-band, representing three or four ribbons, was in blue, green, red and yellow.

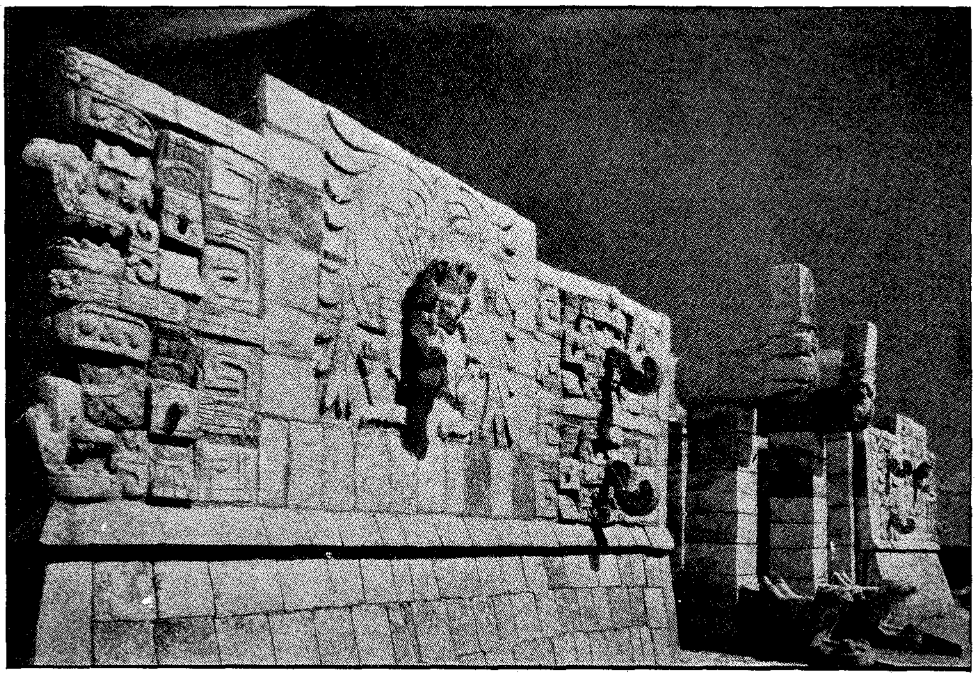
"The serpent-bird panels, of which six have been reassembled, average six feet five inches in height and six feet in width. These mosaic designs, symmetrically placed in the temple walls, consist of figures having bird feet and bodies with plumes rising to the top of the panel and gracefully falling on either side in complete arcs to its base. At the center of this balanced design is a serpent's head in full relief. The tongue of the serpent is bifurcated and hangs downward between the bird-like claws; while within the widely distended mouth appears a human head."

Sculpturing, we are told, was done after the stone drums comprising the columns were in place. Stranger still:

"A stone tool was used, a little harder than the stone of the columns. With this the outline and detail of the figures were brought out by cutting away the background a centimeter or two.

"Following the sculptor came the painter, who filled in backgrounds with a dull red pigment obtained from an indigenous tree. For the borders around the figures a color very near a cerulean blue was used. To bring out various details of form and dress, greens, yellows and blacks were employed."

Readers who may be interested in the revival of the rites of Quetzalcoatl should read D. H. Lawrence's "The Plumed Serpent," which, whether dealing with real or imaginary facts, is a vivid picture of the forms of the ancient religion set up against the implanted faith of the Catholic Church.



From *Art and Archaeology*

MASKS AND SERPENT BIRD PANELS

Ornament the walls of the Temple of the Warriors. A bird panel is seen in the center of the wall; two masks adjoin it on the right. Beyond is the Feathered Serpent entrance.

LINDBERGH—To-day we give you the air hero on the cover. There is not much left unsaid about him, but some lines of a rhapsody by D. B. Wyndham Lewis in the London *Daily Mail* deserve quotation as an accompanying lyric:

"My dear Sir—Well! What do you think of Us now? Hey? I mean Us little humans. The creatures you see behind the bars. We are not such despicable little fellows after all, are We?

"I am thinking, Sir, of the epic feat of the young human Lindbergh; a feat so tremendous in courage and strategy that if he had lived in Homer's time, Homer would have put him into everlasting verse. So would Vergil. So—undoubtedly—would the late Lord Tennyson, who missed few events of public interest, from railway engines to comets and the Exhibition. Leonardo (who invented the flying machine) would have painted him.

"I think, Sir (if I may say so modestly), that Lindbergh's flight is what the men who matter call a considerable Boost for the human Race. There are times when We are rather like a mob of nasty little apes—I say it apologetically and with no intention of discourtesy toward you—and vicious little tigers; We slink to and fro, and there are among Us snakelike gliding persons, persons with cunning foxy eyes, and dull heavy persons with porcine features and impulses, and perfectly horrible financial persons with faces like jackals, and persons (for example, the late Comrade Lenin) who look like Chinese rats. We must be a nightmare to the inhabitants of the Spheres. Ugh!

"And then, quite suddenly, We throw up from all this *grouillement* and horribleness a splendid figure, shining like the stars, superb in mastery: a Shakespeare, an Aquinas, a Dante, a Francis Bernadone, a Louis IX, a Dominic Guzman, a Pasteur, a Newton, a Bayard, a Jeanne d'Arc, a Beethoven."

AMERICA SUPPLYING CANADA'S READING

CANADIAN BOOKSTALLS and bookshops exhibit an "overwhelming predominance of American literature." The fact is observed by an English traveler, the Dean of Windsor, and deplored by him because English books are not found there instead, and because, as he thinks, the English mentality more nearly corresponds to the Canadian, and should be its fountain of ideas. Well, this situation appears to involve a question of choice, tho the Very Reverend Dean seems to imply that England is remiss in not seeing to it that Canada reads English books. "English magazines were almost unknown, and English books were only represented in a secondary degree and through American editions." He further complains that an English book which sells for 5s. 6d. (about $1.35) in Australia costs $2 in Canada. "A closer study of the question brought out clearly the fact that Canada is at present steeped in American literature and little else." He finds this "serious" from "the Empire point of view," for "naturally we do not wish an important Dominion to be dominated by the thought of a foreign country." Writing in *The Star* (London), he even finds a still more serious evil:

> "The more I traveled in Canada, the more I was struck with the strength of its individuality. Both on this occasion and on my previous visit, I had been imprest with the enormous difference between the mentality of Canada and that of the States. I have had, for an Englishman, unusual opportunities of studying the mentality of the States, and now that I have had some chance of studying that of Canada, I feel the difference more acutely.
>
> "The most striking quality of the Canadian, as it seems to me, is independence of thought.
>
> "The remarkable school of painting which has sprung up in Canada, so original and full of vitality, is an evidence of this. The rapidity with which the new Universities are passing from the stage of being mere schools of teaching to that of becoming important centers for research is another evidence.
>
> "And in the many opportunities I had of hearing discussion and talk, sometimes for many hours, among young men of different kinds in different parts of the Dominion, this same peculiarity was brought out clearly. There was no place for second-hand thought in these discussions. The young men all express their own thoughts clearly and simply.
>
> "There were many other evidences of this independence of mind which I need not dwell on, but since I came home I have found from one at least of those who have had most opportunity of testing the Rhodes scholars that he is imprest with exactly the same characteristic.
>
> "Such a country should develop its own literature."

Canadians if possessing this originality of thought doubtless exhibit it in their choice of reading, but the Dean warns them that "if constantly steeped in the literature of a great neighboring country, originality will be checked," for—

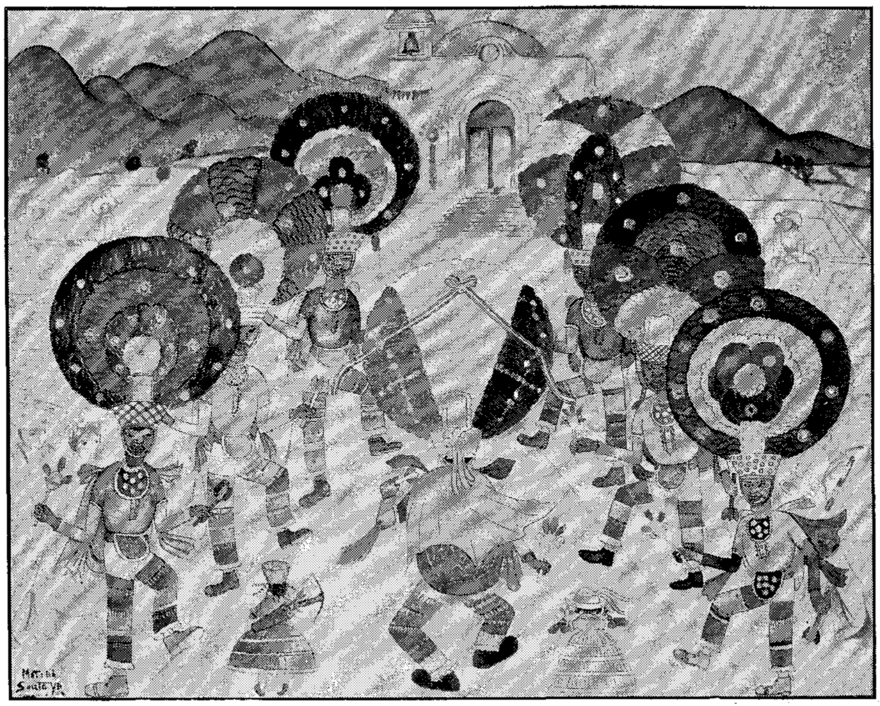
> "Young Canadian writers will be tempted to become copyists. If, on the other hand, side by side with American literature, English literature is brought before their attention with equal prominence, the fact of having two literatures representing entirely divergent mentalities will tend to foster individuality, and a strong and vigorous literature should grow up.
>
> "To me, everything that can foster Canadian individuality is of the utmost importance. With the vigorous character of its population and the immense natural resources of the country, Canada must become rich and populous, but it will only be a great nation if it retains and develops its own individuality. If it tends to become a mere reflection of the States, it will have no individual message for the world; and yet I believe that it should, for many reasons, become one of the most important factors in the life of the world, if it develops on its own lines.
>
> "The question, therefore, of the diffusion of English literature in Canada is one of the highest importance.
>
> "I believe that the difficulty lies not in any inherent obstacles but in a want of coordinated effort on the part of England. Canadians have no aversion to English literature, rather the contrary, and I believe that the more they have of it the more they would prefer it, because there is a closer affinity between the Canadian mind and the English mind than between the Canadian mind and that of the States, apart from the ties of association and tradition, which are in themselves important elements in the question.
>
> "But, like so many other things in connection with the Dominions, England allows the whole question to drift, and meanwhile the States do not allow it to drift. They make, quite naturally and rightly, serious efforts to spread their own literature. England does not.
>
> "This question seems to me to be one that demands very close attention."

WHO'S GREATEST IN 1927?

THE transitoriness of literary fame with us only matches that of politics. "Yesterday the name of Cæsar would have stood against the world, now none so poor to do him reverence." A few short years ago THE LITERARY DIGEST was moved to discover who in the opinion of our literary guides, such as editors, critics, and leading writers, was our greatest writer in the realm of fiction. He turned out to be Joseph Hergesheimer. The same inquiry has just been made by *The Bookman* who, as reported in their June number, "requested representative American literati to give briefly their opinions first as to the greatest living American writer, and second as to the most enjoyable of our writers." Joseph Hergesheimer is not mentioned. The palm is divided between Sherwood Anderson and James Branch Cabell. The jury, however, consists of only nine members and they are Dorothy Canfield Fisher, Witter Bynner, Stark Young, Emily Post, John H. McGinnis, Bruce Bliven, Frances Newman, R. L. Duffus, and Helen Woodward. Robert Frost is chosen by the first and Edna Millay by the second "jurist," who thus dispose of the claims of poets for leadership. Mrs. Fisher looks nowhere else for "enjoyment" but Mr. Bynner votes for Sinclair Lewis. Stark Young, the dramatic critic and essayist, gives his suffrage to Sherwood Anderson, as does also Emily Post, tho the two literati part company here, the first going to "the incomparable Santayana for enjoyment," while the second contents herself with Jim Tully. John H. McGinnis finds some trouble deciding between the merits for premiership of Theodore Dreiser and James Branch Cabell, tho he is forced to contest that as pure writership goes he should be ready to call Dreiser "the worst writer in America except that I have read 'The Hard Boiled Virgin.'" H. L. Mencken is given the palm as being the most enjoyable, "if that vague word means 'entertaining.'" "By all odds the most dependable entertainer in America to-day." Bruce Bliven is one of those voters who like to cast a great many ballots so he takes refuge behind the indefiniteness of the descriptive term "greatest" and offers you Dreiser, Eugene O'Neill and Sherwood Anderson as you choose to define the term, while for "enjoyable" he would have either Ring Lardner, Anita Loos, Robert Benchley or Frank Sullivan. These to him all seem running "neck and neck." Frances Newman, the author of "The Hard Boiled Virgin," exhibits the modern spirit of reaction against Victorian literature, and, at least by implication, votes them "dull," Hawthorne, Dickens and George Eliot go into this category. They force upon the growing child "the conviction that a great novel is necessarily a dull, long, solemn novel." "But having been away from official instruction a good many years," Miss Newman is "convinced that I can not enjoy books I can not admire, and that I do not admire books I can not read," so she votes on both counts for James Branch Cabell as "the most admirable and the most enjoyable of American writers," while R. L. Duffus votes for Sinclair Lewis as "greatest," thinking that Mr. Dreiser's claim depends only on the leading part he played in a fight that is now won: that of "the literary emancipation movement." The final member of the jury is Helen Woodward, whose relationship to her choice may be inferred when she writes that "the greatest American author to my mind is W. E. Woodward, and I get most fun out of reading this same author." So much for the literary jury of 1927.

THE MEXICAN ARTISTIC INVASION

IS RUSSIA TO GIVE WAY to Mexico in its influence on the art of our stage? It looks so to some observers. The Russian influence on the theater began when the Diaghileff ballet became known to Western Europe. The war gave us our first-hand experience with this form which has influenced particularly the art of stage decoration. Later visitors like Stanislavsky and Dantchenko went even deeper and made their mark on the art of production also. Now we are pointed to threats of an invasion from below the Rio Grande. The advance guard comes in the person of Miguel Covarrubias, whose place is said to be secure in New York. Recall certain stage productions of the Theater Guild, and many pages of not old newspapers, and his stage pictures and cartoons assert themselves in exotic lines and colors. "He is only one of an ever increasing colony," says John Mason Brown, "and the colony itself is an ever increasing influence. It is composed of young men . . . almost absurdly young men . . . who have accomplished large things at a ridiculous age because they have known what they wanted to do and have been able to do it." In the Boston *Transcript* Mr. Brown assembles these invaders into a school or a campaign, whichever way you view them:



Courtesy of the *Theatre Arts Magazine*

DANCE FORM OF SOUTHERN MEXICO

Interpreted by Matias Santoyo, one of the Mexican artists who, especially in caricature, have taken a place in the New York theater and art world.

> "In fact, this Mexican school in New York, this youth movement from below the Rio Grande, is not only cohesive as a group but very gifted in its single personalities. It centers around a leader, Jose Juan Tablada, an older man, a poet, and a New York correspondent for a Mexican newspaper, who possesses the magical ability to stimulate, and yet unite and hold, the young talents that are drawn to him. He is their father, their adviser, their promoter, and his rule is as gentle as it is inspiring. Mostly, these young men are painters, endowed with a strong feeling for color and blest with a wit that is boundless. All of them, however, whether they dance or paint or write, stem from a rich racial heritage, and are proudly conscious of the especial qualities that have stamped Mexican art with so intense an individuality. One of them is Pedro Rubin, who in 'Rio Rita' interrupts Mr. Ziegfeld's traditional musical-comedy conception of Mexico, to give it for a few brief moments a haunting authenticity by the impassioned eloquence of his dancing. The others, Ben-Hur Baz, Carlos Chavez, Tamayo, X. Penia, Covarrubias, Hidalgo, and Santoyo, are caricaturists and painters, who are as genuinely racial in their own mediums as Rubin is in his. Hidalgo, like most of these young Mexicans, seizes quickly and surely on the foibles in the things as well as the people that are around him. His medium, however, is not the easel and the brush. Instead he molds his comments into highly diverting statuettes, and, putting his gift for parody to a new use, turns out his cartoons in the round."

Matias Santoyo is singled out as a good representative, tho he is only twenty-two. He comes from southern Mexico, where the old traditions of now extinct peoples are found in their architectural remains. As a boy he was a boxer and sprinter, then took up the study of medicine. What gave him his turn to art is interesting:

> "Dr. Leon Dumas, grandson of Alexandre Dumas, came to Mexico to teach the young students at the medical school something about psychology as it is applied to medicine. One thing is certain, and that is that Santoyo did not apply himself to the lecture. His mind was far away but his pencil was in his hand. He noted something in the doctor's face, and noted it again on the nearest sheet of paper. And the good doctor could not but observe the operation. He felt Santoyo's eyes upon him, saw one of them squint, and then watched his student as he drew hurriedly on the paper in front of him. It was an uncomfortable moment for the doctor, but he managed to keep it from being uncomfortable for Santoyo. Waiting until the class was over, he called Santoyo to him, demanded to see what had proved more interesting than psychology as applied to medicine, and was confronted with a cartoon of himself. Instead of losing his temper, the doctor urged the young man to go on with cartooning, assured him that he had a real aptitude for it, and thus the incident closed. For another two years, however, Santoyo stuck to his medicine, tho, it must be admitted, with a waning interest. Then, in 1925, he started a magazine, an art magazine, called *Genesis*, which showed that already he was thinking in terms of a 'youth movement' in Mexico. Not only did he act as managing editor and chief cartoonist for his journal, but he also persuaded some of the best-known artists and writers of Mexico to become his contributors. Then the magazine died . . . died as little magazines, and particularly art magazines, most generally do."

By doing some interior decorating in the Executive Mansion occupied by President Calles, he came under that official's notice, and, so says Mr. Brown, the real wisdom of the Calles régime manifested itself:

> "Through Tablada in New York, attention had been called to the fact that the relations of Mexico and the United States would continue in their age-worn manner unless Americans were allowed to learn the real truth about Mexico. In this way only, Tablada pointed out, could the bandit superstition be lived down and corrected. And the best way of overcoming this superstition was to let America see another side of Mexican life, instead of always seeing the guerrilla war and the bandits. In short, send the artists north of the Rio Grande and keep the generals at home. And the Government, wise with the wisdom of Michio Itow, who once said that 'art is the Red Cross of peace time,' saw the sense in what Tablada was advocating and decided to finance a group of younger Mexican artists in New York. . . .
>
> "In his caricatures, which have chiefly won his name for him, Santoyo shows a daring selective sense that is his main distinction. He does not attempt to 'fill in' or 'shade' in the more common manner of cartoonists. Accordingly, he is not just another one of the large army of clever and rather humdrum caricaturists who supply newspapers the world over with timely laughs. Instead, Santoyo strips his subject to its essence, to the few essential lines that betray the frailties and the characteristics and the strength of the man before him."

RELIGION ▾ AND ▾ SOCIAL ▾ SERVICE

MOIST EPISCOPALIANS AND DRY

ANOTHER BROADSIDE AGAINST PROHIBITION, characterizing the Eighteenth Amendment as a blemish on the Constitution, a hindrance to temperance and dependent on clubbing for enforcement, is fired by the Church Temperance Society, an Episcopalian organization; but the effectiveness of the shot may be impaired by the statement of Bishop W. T. Manning and others that the society has no authority to speak for the Church and that the majority of Episcopalians are against modification of any sort. Following a second questionnaire sent to Episcopal clergy in a little more than a year, which is said to show that a three-to-one vote in favor of modification is being maintained, the Society decided to launch a crusade for "the speedy adoption of moderate regulatory measures to replace the impracticable and harmful laws now in force," thereby running into head-on collision with the action of the House of Bishops at the last General Convention and provoking an interesting controversy. The resolution adopted by the House of Bishops at the General Convention in New Orleans in 1925 recites "that, facing the danger of the spirit of lawlessness in American life, we welcome the renewed efforts of the Government of the United States to enforce strictly and impartially the Prohibition laws and the anti-narcotic laws which are so widely and cynically disregarded, and we call upon the people of our Church to set a good example of that obedience to law without which no democracy can endure." "There has been nothing to indicate any change in the judgment of the Bishops upon this question," says Bishop Manning, as he is quoted in the New York *Herald Tribune*. "My own judgment is that, in view of what our race has suffered from the evils of strong drink and in view of the results of Prohibition in this country as a whole during the brief time that it has been in operation, as shown by the most careful and impartial surveys, we should all of us wish to see this great social experiment fully and fairly tried and should give it our full moral support." A similar opinion is held by sixteen of nineteen Bishops questioned by *The Christian Science Monitor*. One gives no opinion, not having seen the resolutions of the Church Temperance Society, and two favor modification. However, Dr. James Empringham, National Superintendent of the Church Temperance Society, says that originally only twenty of the 120 Bishops declared for Prohibition, but that when the Eighteenth Amendment became the law of the land, "the Bishops changed front and took a united stand for law enforcement." The Church is dry, he says, as quoted in the New York *Times*, "because the Government is dry. But the clergy of the Church are more opposed to Prohibition than ever, because the experiment has proved their contention that Prohibition is wrong in principle and does more harm than good."

This view-point is expanded in the preambles to the resolutions adopted by the Church Temperance Society, which recite that the Eighteenth Amendment "has blemished the Constitution" and "exposed to fearful jeopardy" rights previously properly guarded, and that enforcement has been a failure, "resulting in increased drinking and drunkenness and use of opiates, and fostering political corruption." Next it is asserted that it is inimical to the life of the nation to retain laws which are not or can not be enforced; that laws of such character tend to "promote bitterness and strife, foster dissensions and encourage hypocrisy"; that the temperate should not be subject to the same restrictions as the intemperate; that enforced sobriety is of "doubtful value" and that true temperance is an educational rather than a legislative problem. The Society, we read, espouses the cause of neither the wets nor the drys, is not concerned about defending the use of liquor, or condemning its use, "but is convinced by history, by experience and by observation that Prohibition is unwise and is harmful to the individual and to the Government, has not proved a help, but a hindrance in the promotion of temperance, is out of harmony with the Bible, contrary to the teachings and traditions of the Church, hostile to the spirit of the American people, foreign to the Constitution of the United States, in conflict with our Bill of Rights, and its enforcement a matter of subduing the people, by means of the club, into obedience to this law." Finally, it is asserted that to "remain inactive at a time like this is to forsake the welfare of our country." Wherefore, to quote at length, be it—

> "Resolved, That the Church Temperance Society, after a voluntary suspension of activity—awaiting a fair test of the Prohibition Law—immediately resume its work with an energy commensurate with the greater need of to-day.
>
> "Resolved, That this activity be made nation-wide, appealing to the clergy as well as to the laity of the Episcopal Church of America in particular and to the American people in general, to give it aid in the promotion of true temperance, through sermons, lectures, and literature.
>
> "Resolved, That the Church Temperance Society make a special appeal to lawmakers, State and national, to individual citizens and to organizations which are opposed to the intrenched and stupendous liquor traffic as it exists under Prohibition, to exert their influence in behalf of the speedy adoption of moderate regulatory measures to replace the impracticable and harmful laws now in force."

The resolutions are fully indorsed by Bishop Charles Fiske of the Central New York diocese in a statement to *The Christian Science Monitor*, in which he says that the Eighteenth Amendment is a "blunder" and the Volstead Law a "mistake, its enforcement a farce, and resulting condition a tragedy. The sooner we can get out of this mess," he declares, "the better, and the sooner the narrow and bigoted representatives of Protestant Christianity withdraw from the political arena and cease to be political lobbyists, the better it will be for the cause of the Christian Church." Bishop Cameron Mann of Winter Park, Florida, states in the same paper he is "convinced that the Volstead Law needs large modification." But of the sixteen Bishops quoted who favor the law, Bishop S. Arthur Huston of Seattle adds that "the popular theory that a large public sentiment must precede law enactment would logically question the timeliness of the Ten Commandments." In the same company, Bishop Manning insists that the Temperance Society has no official connection with the Church, that it is a voluntary association whose statements have only such weight as may attach to those of any voluntary organization, and that "for some years past the Church has scarcely been aware of its existence."

Of the Temperance Society's questionnaire it may be said that it began going out April 18, accompanied by a letter from the Rev. Dr. W. W. Bellinger, president of the society and vicar of St. Agnes's Chapel, Trinity Parish, New York City, and that the answers were not all in at the time of the announcement to the press. The letter states that during the war a majority of the directors of the society were for Prohibition and that they alienated a number of the older members. Now, "seeing the evils of Prohibition that does not prohibit," the directors have returned to the original policy of voluntary temperance, in which they believe they represent the majority of the clergy and laity. The chief question reads: "Regardless of one's attitude toward the use of liquor, do you believe a Prohibition Law offers the best solution of the problem of intemperance?" The answer in the great majority of replies is stated to be "No." We may now turn profitably to another explanation of the Episcopal Church's attitude toward Prohibition. This appears in *The Churchman*, the liberal organ of the Episcopal Church. Noting that there is a divergence of opinion in the Episcopal Communion on Prohibition, and that "with that lack of discrimination which makes any group either wet or dry to the minds of Prohibitionists, the Episcopal Church has been put in the wet category," *The Churchman* says there are many reasons which account for the attitude of thousands of Episcopalians on Prohibition "which are not discounted by shouts of 'drunkards' and 'law-breakers.'"

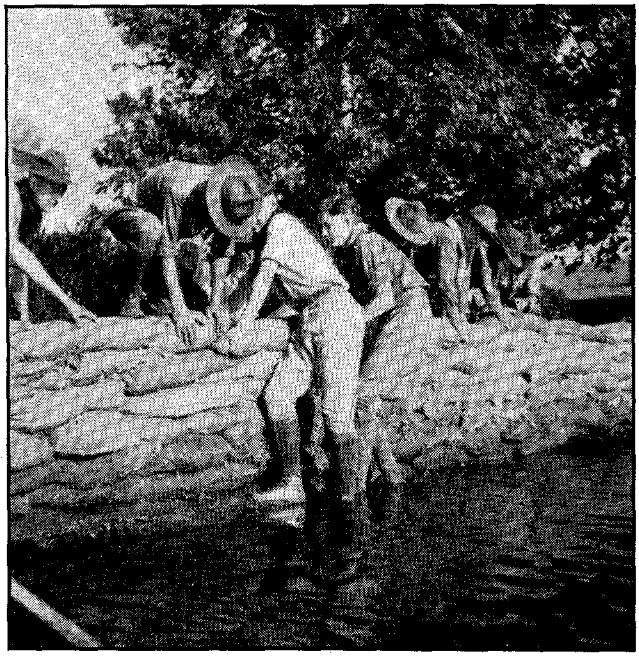
> "One of those reasons, at least, is fundamental. The Episcopal Church, by and large, has always made a distinction between morals and legalism; it has been disinclined to believe that moral character can be developed by restrictive law. Episcopalians have held that both the spirit and letter of the New Testament so far as it has to do with ethics are in direct opposition to the spirit and letter of the Old Testament, so far as it has to do with legalism. They know that Jesus was in constant conflict with the Scribes and Pharisees, the strict legalists of His day. They know that His teaching is shot through with emphasis on principle in contrast to precept. Therefore, they have never sanctioned any church legislation that would purpose to govern the moral conduct of the individual. They have urged temperance in all departments of life, stressing principles of use as against abuse."

A divergence of opinion as to the relation of the Church to politics exists also, and it is the conviction of *The Churchman* that, "in general, Episcopalians hold that not only individuals but organizations within the Church should properly use their influence, reflecting the teachings of Christianity as they bear on the social order, toward political betterment. They draw their line of demarcation at political lobbying." Therefore, they have "very widely condemned that lobbying on the part of groups representing many Protestant churches which were the chief factor in putting the Eighteenth Amendment into the Constitution and which continue their efforts in behalf of Prohibition." Therefore, too,

> "Since the Anti-Saloon League is essentially a church organization, representing an organized lobby, Episcopalians have, on the whole, given its work comparatively small support. In our opinion, shared by many in the Episcopal Church, the methods employed by the Anti-Saloon League have done the Christian Church small credit, however laudable one may hold its purpose to be. Much of its publicity matter, which has for years flooded the editorial desk of *The Churchman* and every other publication in America, could not be surpassed as cheap propaganda by any political organization.
>
> "Those individuals and church groups who are convinced that Prohibition can ultimately be made a success, and will raise the standard of our social life, could do much for the cause of Prohibition by persuading its advocates to temper their denunciations of those who honestly hold the opposite opinion and who may be quite as concerned for the welfare of our American civilization as the most ardent Prohibitionist, tho they believe in different methods to attain the same end. In the meantime, it will be interesting to know the opinion of the clergy of the Episcopal Church as to the present success or failure of Prohibition."

THE CHIVALRY OF TO-DAY

IN THE BOOK OF GOOD DEEDS it is recorded that the Boy Scouts have answered every call of distress, and the last annual report presented by the Chief Scout Executive adds another illustrious page to the story. The Scouts have aided in relief work after great disasters like the Dover, New Jersey, explosion and the Florida hurricane. They built levees and acted as an emergency unit during the Mississippi Valley flood. They have proved their proficiency in first aid and life-saving, and when need arose they have not hesitated in sacrificing their own lives. They have built trails and engaged in forest conservation and reforestation; they have fought woods fires, planted trees, and destroyed insect pests. They have taken up the radio and installed receiving sets for the benefit of institutions and invalids. They have served as pages and guides for convention delegates, and have helped in directing traffic. They have cleared waste from the streets, cleaned up parks and other public grounds, and in some places have taken charge of city flags. And here is a fine tribute in connection with the relief work in Florida: "A revealing fact in the work was the willingness of the Scouts to do less spectacular work that others shied away from, 'K. P.' work at the evacuation hospital was part of it." All this is the achievement of 840,000 boys who belong to the modern order of knighthood. There are 8,000,000 boys of scouting age outside of the organization, and, comments the Detroit *News:* "What a force it will be when the whole bunch is in uniform!"


Photograph by courtesy of the Boy Scouts of America

AS KNIGHTHOOD FLOWERS TO-DAY

Boy Scouts building a levee to help dam the flood in the Mississippi Valley, where they rendered effective aid during the crisis.

In connection with this brief story, Americans have an especial interest, we are told, in that bit of cabled news which tells why Lieut.-Gen. Sir Robert Baden-Powell is named in the King's birthday honor list and has had conferred upon him "the knighthood of the Grand Cross of St. Michael and St. George." The tribute would be well merited had it been paid to him for his services in the British Army, says the Boston *Herald*, but it becomes even more appropriate in recognition of his work "as Chief Scout and founder of the Boy Scouts and the Girl Guides." He had for years been experimenting with young lads in the direction of increasing their efficiency, in the belief that at least 45 per cent. of them were growing up without any knowledge of useful occupations, we read. In 1908 he began the issue of a handbook of his scheme, entitled "Scouting for Boys," and the appearance of the first numbers of that serial was followed by the formation of "troops" in various parts of the United Kingdom; by 1910, with 123,930 scouts in the field, he felt it incumbent on him to leave the Army and lead the movement. And, says *The Herald*, the scouts of Britain did their valiant part in the war:

> "Its outbreak found many thousands of them just sallying forth for their campings in the August holidays, the land scouts with their trek carts, the sea scouts with their boats and other equipment. But a telegram changed the whole program by ordering the mobilization of both services for war duty. All over the country the land scouts were assigned to protect the

railway bridges, the waterworks, and the telegraph and cable lines; at the same time the sea scouts took up from the coast-guardsmen, who were needed for service afloat, the duty of watching the coast, and they remained until the Armistice was signed. About 20,000 boys did this sort of emergency duty, a still larger number volunteered for military service in the field; at least 10,000 gave their lives for their country. And when it came to selecting heroes for awards of the Victoria Cross the Boy Scouts were by no means neglected. Then, in the post-war period, after further development of the movement, literally carrying it round the world, 'the girls caught the scouting fever and started troops among themselves.'

"What more is needed than to read Sir Robert's summing up of the scout movement as aiming to promote skill in handicrafts, to favor physical development and health, to bring out loyalty and the sense of honor, and especially 'to make the individual efficient and then to harness his individuality to the duties of good citizenship'? Since these principles were first formulated the American scout movement has won a remarkable success along its own lines, yet it has been inspired by much the same ideals. And there is not a scout, a leader of scouts, or a scout instructor in the United States who will not rejoice that the founder's work has been so worthily recognized."

THE FAITH OF THE FUNDAMENTALIST

THE BIBLE IS THE ALL-SUFFICIENT authority for the faith and practise of the Fundamentalist, but he does not believe that the earth is flat and immovable, that the sun, moon and stars revolve around the world, or that the sky is a canopy. For this we have the authority of Dr. W. B. Riley, President of the World's Christian Fundamentals Association, who tells us in *Current History* just what the faith of the Fundamentalist is. Put in three major propositions, Fundamentalism consists of "the Christian Creed, the Christian Character, the Christian Commission." It undertakes, writes Dr. Riley, to reaffirm the "greater Christian doctrines; it does not attempt to set forth every Christian doctrine." Out of the great confessions it elects nine points upon which to stand:

> "1. We believe in the Scriptures of the Old and New Testaments as verbally inspired by God, and inerrant in the original writings, and that they are of supreme and final authority in faith and life.
>
> "2. We believe in one God, eternally existing in three persons, Father, Son and Holy Spirit.
>
> "3. We believe that Jesus Christ was begotten by the Holy Spirit, and born of the Virgin Mary, and is true God and true man.
>
> "4. We believe that man was created in the image of God, that he sinned, and thereby incurred not only physical death, but also that spiritual death which is separation from God; and that all human beings are born with a sinful nature, and, in the case of those who reach moral responsibility, become sinners in thought, word, and deed.
>
> "5. We believe that the Lord Jesus Christ died for our sins according to the Scriptures as a representative and substitutionary sacrifice; and that all that believe in Him are justified on the ground of His shed blood.
>
> "6. We believe in the resurrection of the crucified body of our Lord, in His ascension into Heaven, and in His present life there for us, as High Priest and Advocate.
>
> "7. We believe in that 'blessed hope,' the personal, premillennial and imminent return of our Lord and Saviour, Jesus Christ.
>
> "8. We believe that all who receive by faith the Lord Jesus Christ are born again of the Holy Spirit and thereby become children of God.
>
> "9. We believe in the bodily resurrection of the just and the unjust, the everlasting felicity of the saved and the everlasting conscious suffering of the lost."

Fundamentalism "insists upon the plain intent of Scripture-speech," says Dr. Riley; and the members "have no sympathy whatever for that weasel method of sucking the meaning out of words, and then presenting the empty shells in an attempt to palm them off as giving the Christian faith a new and another interpretation." It is because the Fundamentalist utterly rejects the critical method of removing from the Bible what may be objected to in the name of science that he "remains and must forever remain a premillenarian." There are men, this Fundamentalist tells us, who would join the movement to-morrow if Fundamentalism omitted the seventh point from its doctrinal statement. The answer to this is: "Fundamentalism insists upon the plain intent of Scripture-speech, and knows no method by which it can logically receive the multiplied and harmonious teachings of the Book concerning one doctrine and reject them concerning another. The greater doctrines are not individual opinions that can be handled about at pleasure. In the judgment of the Fundamentalist they are 'forever settled in heaven.'" There is no bond of sympathy between Modernism and Fundamentalism. Instead:

> "Fundamentalism is forever the antithesis of modernist critical theology. It is made up of another and an opposing school. Modernism submits all Scripture to the judgment of man. According to its method he may reject any portion of the Book as uninspired, unprofitable, and even undesirable, and accept another portion as from God, because its sentences suit him, or its teachings inspire him. Fundamentalism, on the contrary, makes the Bible 'the supreme and final authority in faith and life.' Its teachings determine every question upon which they have spoken with some degree of fulness, and its mandates are only disregarded by the unbelieving, the materialistic and the immoral. Fundamentalists hold that the world is illumined and the Church is instructed, and even science itself is confirmed, when true, and condemned when false, by the clear teachings of the open Book, while Liberalism, as *The Nation* once said, 'pretends to preach the higher criticism by interpreting the sacred writings as esoteric fables.'"

It was Fundamentalism, says Dr. Riley, that produced the Book of Acts, and every essential feature of the Fundamentalist's creed can be found in Peter's sermon at Pentecost, even to the Second Coming. It was Fundamentalism that conquered the Roman Empire, and "in one hundred years revised the conduct of men and brought in and established laws of righteousness, including regard for the Sabbath, the rights of the Church in the State, and the recognition of law versus anarchy." It was Fundamentalism again that "faced the heresy of Deism 140 years ago, and in an open and fair field fought the battle to the finish, and slew that infidel monster as effectually as Saint George was ever imagined to have trampled the dragon. And it was Fundamentalist evangelists who so uniformly led the common people back to the 'faith once delivered' as to bury atheism practically out of sight for one hundred years." Other achievements credited to Christianity are put down by Dr. Riley to Fundamentalism:

> "Fundamentalists will never need to apologize for the part they have played in education; they have produced it; or for their relationship to colleges and universities and theological seminaries, and all forms of social service; they have created them! Even Walter Rauschenbusch, famed higher critic as he was, pertinently asked, 'Has the Church not lifted woman to equality and companionship with man, secured the sanctity and stability of marriage, changed parental despotism to parental service, and eliminated unnatural vice, the abandonment of children, blood revenge, and the robbery of the shipwrecked from the customs of Christian nations? Has it not abolished slavery, mitigated war, covered all lands with a network of charities to uplift the poor and the fallen, fostered the institutions of education, aided the progress of civil liberty and social justice, and diffused a softening tenderness throughout human life? It has done all that, and vastly more. The influence of Christianity, in taming selfishness and stimulating the sympathetic affections, in creating a resolute sense of duty, a stanch love of liberty and independence, an irrepressible hunger for justice and a belief in the rights of the poor, has been so subtle and penetrating, that no one can possibly trace its effects. We might as well try to count up the effect in our organism of all the oxygen we have inhaled since our first gasp for breath. In so far as humanity has yet been redeemed, Christianity has been its redemption.' Rauschenbusch dared not say what history demanded of him, that every one of these conquests is the fruit of Fundamentalism."

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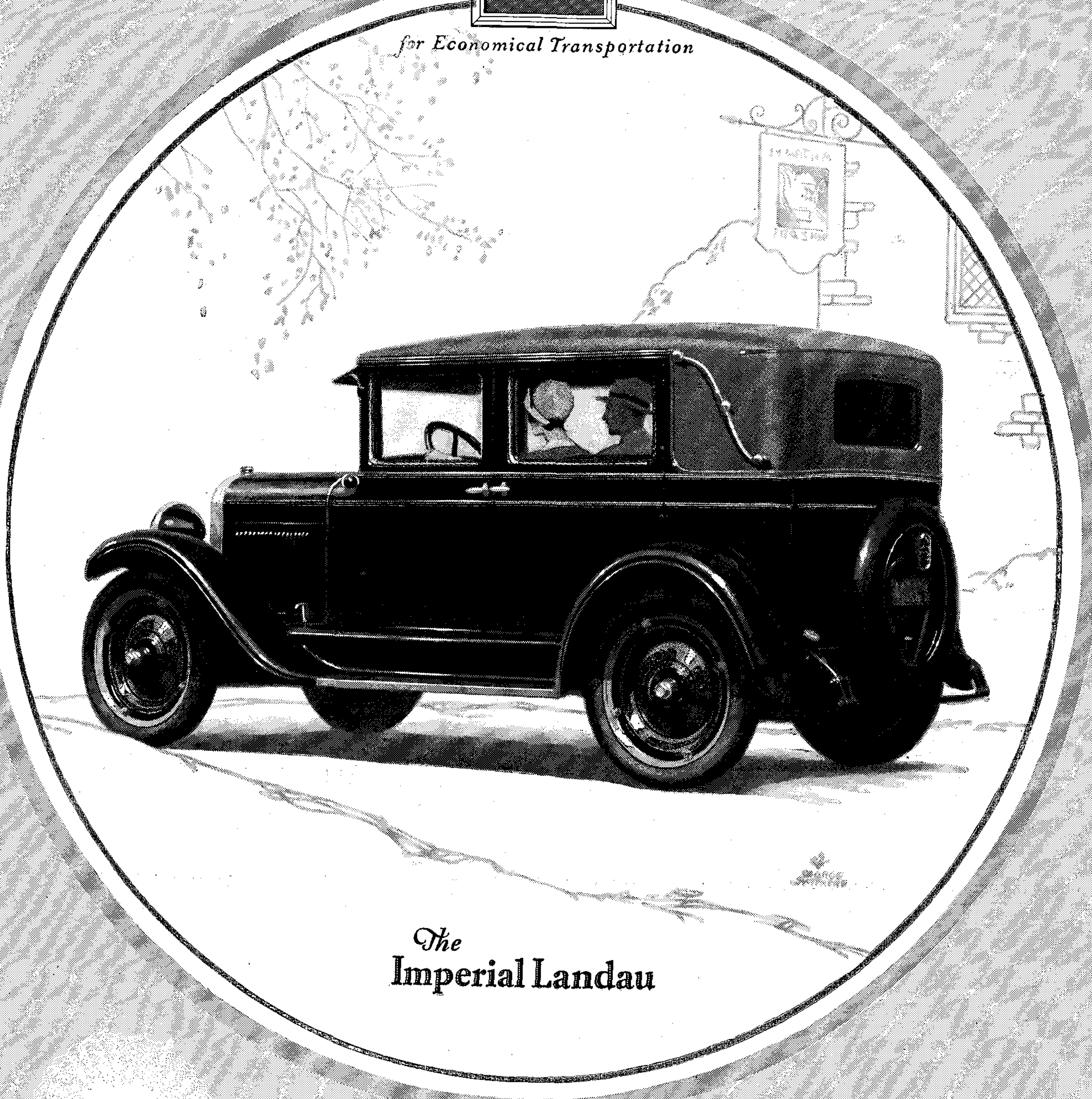

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CURRENT POETRY

Unsolicited contributions to this department can not be returned.

It is the time of the year of marching men, so *Scribner's* furnishes a reflection on our age-old delight in a military display:

TRIUMPH

(FOR WILSON FOLLETT)

BY KENNETH FEARING

One time across the hills of Rome,
Twenty-one miles of war came home.

Twenty-one miles of Triumph came
With plumes and eyes like tufts of flame.

Jewels and slaves five hours and more,
With Titus homing from the war.

Twenty-one miles the roadway rang,
A crawling, golden boomerang.

Twenty-one miles of rumbling wheels,
And the hungry march of iron heels.

Then "They have lived!" was heralded;
Now, by the crash of triumph, dead!

Titus, in his high-decked car,
The veil, the prisoner god, the scar

Swept from the hearth of earth, at last,
Emptily, like a trumpet blast.

Their lances, that were loud with war,
Muter than weed on an ocean floor.

But that serpent made of light
Can never be content with night.

Nor can the tides of silence after
Take back the sword's bright, perfect laughter.

Mars! how the heart still runs to meet
Twenty-one miles of marching feet,

And will not believe they are thrice-dead men
Who thread the standing arch again!

SINCE Anatole France wrote his famous story of the Procurator of Judea, it is a favorite literary pastime to depict Christ through Pagan eyes. This one occurs in the June *Century:*

HEROD

BY WILLIAM E. BROOKS

And so the Magic-worker comes at last!
Three years he's shown his wondrous might to
men.
They say his touch has power, that fever flees
Before his fingers, even blind eyes see;
To-day perhaps he'll show that power to me.
Youth slips from me, my body's growing old,
Older than my years warrant. I have lived
With wine and song and merry Roman girls
And merry Roman boys in Cæsar's house,
And now I pay the price. Perhaps this man
Will touch me and will bring my youth again.
I'll try him, seek a sign, and then I'll draw
Him close beside me, offer him his freedom,
All he desires as well, if he will work
The miracle that brings me youth again.
He has his price, I'm sure, like any man.
Then Rome once more, while Cæsar stares agape
At my new strength—and nights of wine and song!

He stood and looked and answered not a word.
But, oh! how deep he looked within my soul
Past places where I had not looked for years.
Such men as he and John would drive me mad;
And so he goes to Pilate—and his end!

A GOSSAMER wafted from nowhere is this in *The Virginia Quarterly Review:*

HELEN'S THREE DAUGHTERS

BY LAWRENCE LEE

Slim are the bodies
Of Helen's three daughters,
Slim and as snowy
As swans on blue waters.

Like water lilies
Asleep on the river
Drift Helen's daughters
Where leaves lean and quiver.

Three silver minnows
That leap in the shallows
Dip not so swiftly
As three girls like swallows.

Fair as the lilies,
The leaves, and the waters;
As minnows, and swallows
Are Helen's three daughters.

PRIDE of place and rank may have compensation even for those devoted to death, so Mr. Guiterman humorously suggests in the Chicago *Daily News:*

GUINEA PIGS

BY ARTHUR GUITERMAN

In the lee of the laboratory wall,
Where they get their daily rations,
I heard the guinea pigs, great and small,
Comparing inoculations.

Said Guinea Pig One, as pert and vain
As a girl in hat from Paris:
"Your pardon, friends, if I seem insane,
But I'm full of B. Vulgaris!"

Said Guinea Pig Two: "You may shortly see
A paper with me for a basis,
As the living and breathing epitome
Of virulent B. Anthracis!"

Said Guinea Pig Three: "A mammoth debt
That science of medicine owes us!
Why, look at me and the way I get
With doses of B. Typhosus!"

Then Guinea Pigs both of lean effect
An Guinea Pigs short and stocky
Agreed, "We are all of the high elect,
For we're primed with Streptococci!"

NOT even the philosophy of the quietist enters here, yet this writer rejoices in more than cloistral renunciation. Perhaps there is an element of boast. It is a curious credo to contemplate and is in *The Modern World* (Baltimore):

CONTENTMENT

BY ELIZABETH L. BROWN

I am impervious. I do not need
For food, or warmth, or sight of foreign shore.
I have enough to meet the hour's need.
For me no winds torment, no breakers roar
Of life or death's delight; no demons speed,
And beckon me to follow, and no lore
Of fairy-craft is mine—no voice to heed.

My heart beats steadily. I have not seen
Visions that lure, nor found my living's score
Beset with loves. No agony I know,
Nor ecstasy, nor doubt of what has been.
I have not swallowed poison in my wine.
I have not bitten on a rotten core.
I have not looked on moons that should not shine.
Yet, every day, I die a little more.

MR. YEATS, the Irish poet, gives to his "young countryman" a kind of moon madness. *The London Mercury* publishes "Four Songs from the Young Countryman," of which we quote three:

SONGS FROM THE YOUNG COUNTRYMAN

BY W. B. YEATS

I

Though nurtured like the sailing moon
In beauty's murderous brood,
She walked awhile and blushed awhile
And on my pathway stood,
Until I thought her body bore
A heart of flesh and blood.

But since I laid a hand thereon
And found a heart of stone,
I have attempted many things
And not a thing is done:
For every hand is lunatic
That travels on the moon.

She smiled and that transfigured me
And left me but a lout,
Maundering here and maundering there,
Emptier of thought
Than heavenly circuits of its stars
When the moon sails out.

II

Like the moon her kindness is,
If kindness I may call
What has not comprehension in't:
But is the same for all;
As though my sorrow were a scene
Upon a painted wall.

So like a bit of stone I lie
Under a broken tree,
I could recover if I shriek
My heart's agony
To passing bird, but I am dumb
From human dignity.

III

A mermaid found a swimming lad
Picked him for her own,
Pressed her body to his body
Laughed, and, plunging down,
Forgot in cruel happiness
That even lovers drown.

IT is said you can't indict a whole nation, but Mr. Sassoon attempts a class. They have borne much before, but this in *The New Leader* (London) is a prize in invective:

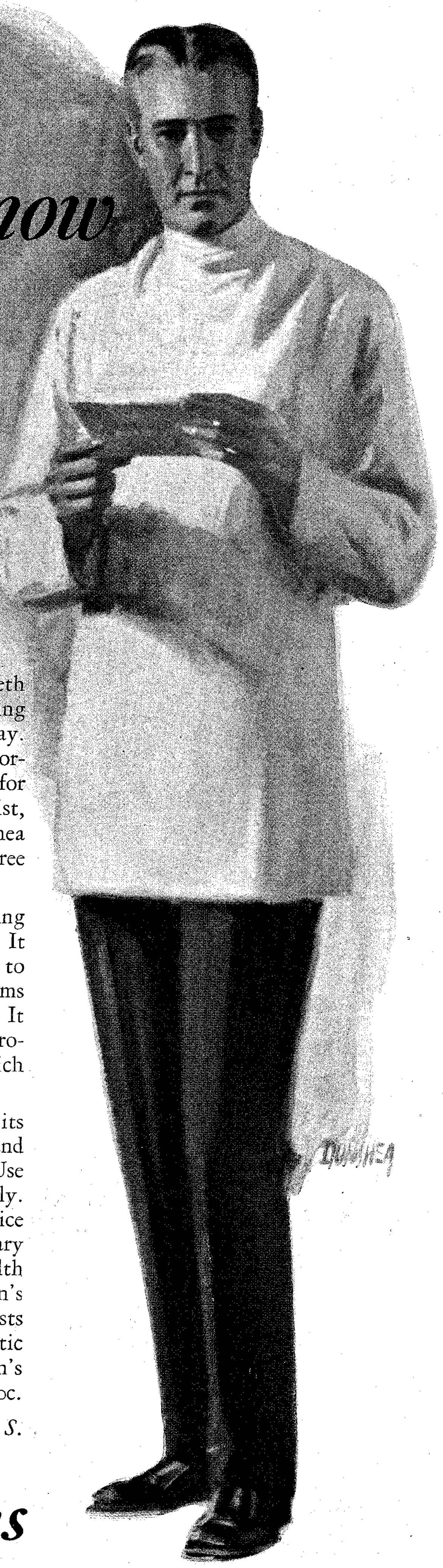
I ACCUSE THE RICH

BY SIEGFRIED SASSOON

I accuse the Rich of what they've always done
before,—
Of lifting worldly faces to a diamond star.
I accuse the Rich of being what they always are,—
The enemies of Lazarus dying at their door.
I accuse the Rich of being vulgarly refined:
I accuse them of their crude and unconcealed
barbarity:
I accuse them of insulting God with spurious
charity;
And of insulting Art with emptiness of mind.
I accuse them in their souls for their false god of
Sport,
And for the unlicensed freedom where they murder
Thought.
I accuse them that the injustice of this world is
such.
I accuse them for their sniggering dilettante
wit. . . .
And since my words won't reach them, they'll not
worry a bit,
And if they did they wouldn't mend their methods
much.

The Man *everybody should know*

The importance of scientific dentistry is becoming more and more evident. And the dentist now plays a leading role in alleviating and preventing serious diseases that were for years of obscure origin. So if you value good health at its true worth take proper care of teeth and gums. Go to your dentist at least twice a year.



*

IN the constant war on health no enemy is more ruthless than Pyorrhea. Swiftly, stealthily, it creeps into the mouth and opens its attack. Its poison sweeps through the system, ravaging health and destroying youth, often causing such serious troubles as rheumatism, neuritis and nervousness, stomach disorders and anemia. It despoils beauty.

Its Toll is Far Too Heavy

The heavy toll demanded by this common enemy is the price of neglect. Four out of five after forty and thousands younger, innocent victims of carelessness, surrender priceless health to Pyorrhea.

These odds are high only because so many people take health as a matter of course until they find it slipping from them . . . Then it is often too late.

Be the Lucky 1 in 5

Don't wait for warning signs, for gums to bleed, for teeth to loosen. Take these two simple precautionary measures to protect your good health. Know your dentist better. Go to him at least once every six months. Have him examine teeth and gums, thoroughly. Start using Forhan's for the Gums, today. This scientific dentifrice, the formula of R. J. Forhan, D. D. S., for many years a Pyorrhea specialist, is designed to combat Pyorrhea and to keep teeth and gums free from infection.

Use Forhan's regularly, morning and night, and you are safe. It helps to thwart Pyorrhea or to check its sinister course. It firms gums and keeps them healthy. It keeps teeth snowy white and protects them against acids which cause decay.

If you value good health at its true worth take care of teeth and gums. See your dentist, often. Use Forhan's for the Gums, regularly. Teach your children this practice of prevention. Unlike ordinary tooth pastes, Forhan's is health insurance. It contains Forhan's Pyorrhea Liquid used by dentists in the treatment of Pyorrhetic conditions. Get a tube of Forhan's today. All druggists—35c and 60c.

Formula of R. J. Forhan, D. D. S.
Forhan Company, New York

Forhan's *for the gums*

MORE THAN A TOOTH PASTE . IT CHECKS PYORRHEA

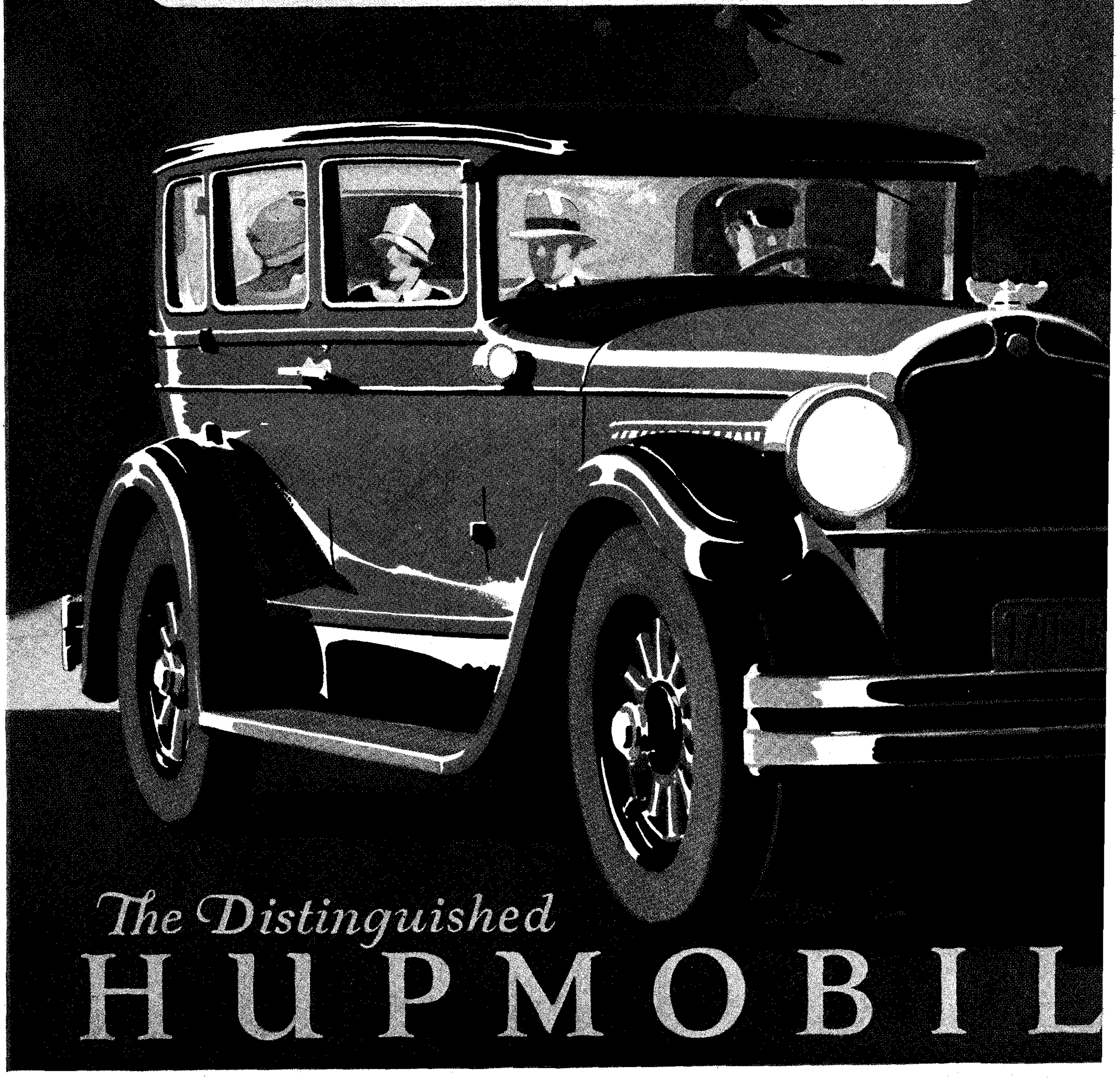
To the distinction of its beauty

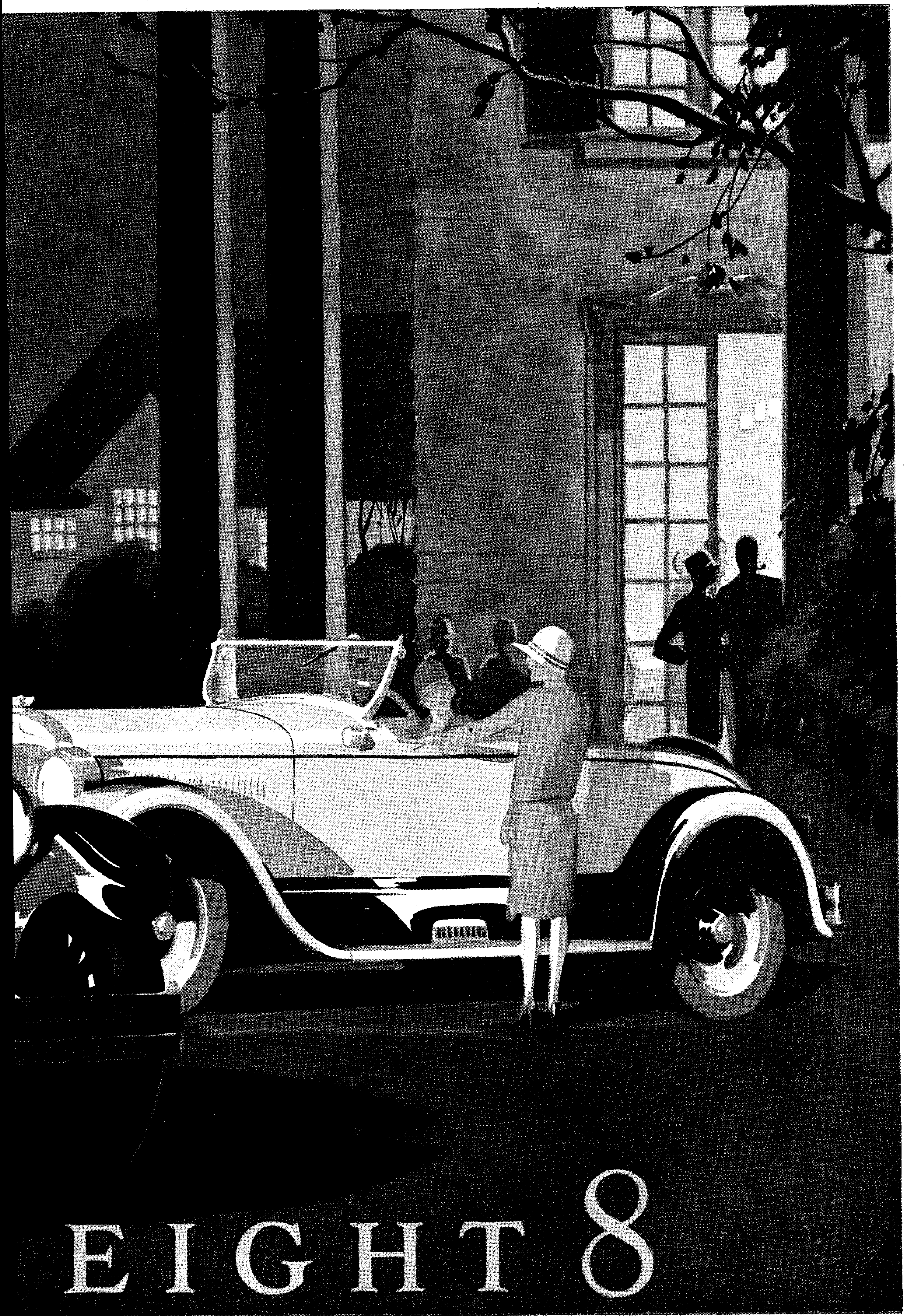
the Hupmobile Eight joins the far greater distinction of straight-eight motoring in its highest development. Performance and ease which are so much finer—and so much wanted—have brought to Hupmobile the largest straight-eight market in the world.

Custom Bodies by Dietrich — new luxury, new distinction in the beautiful designs created and built by Dietrich exclusively for Hupmobile.

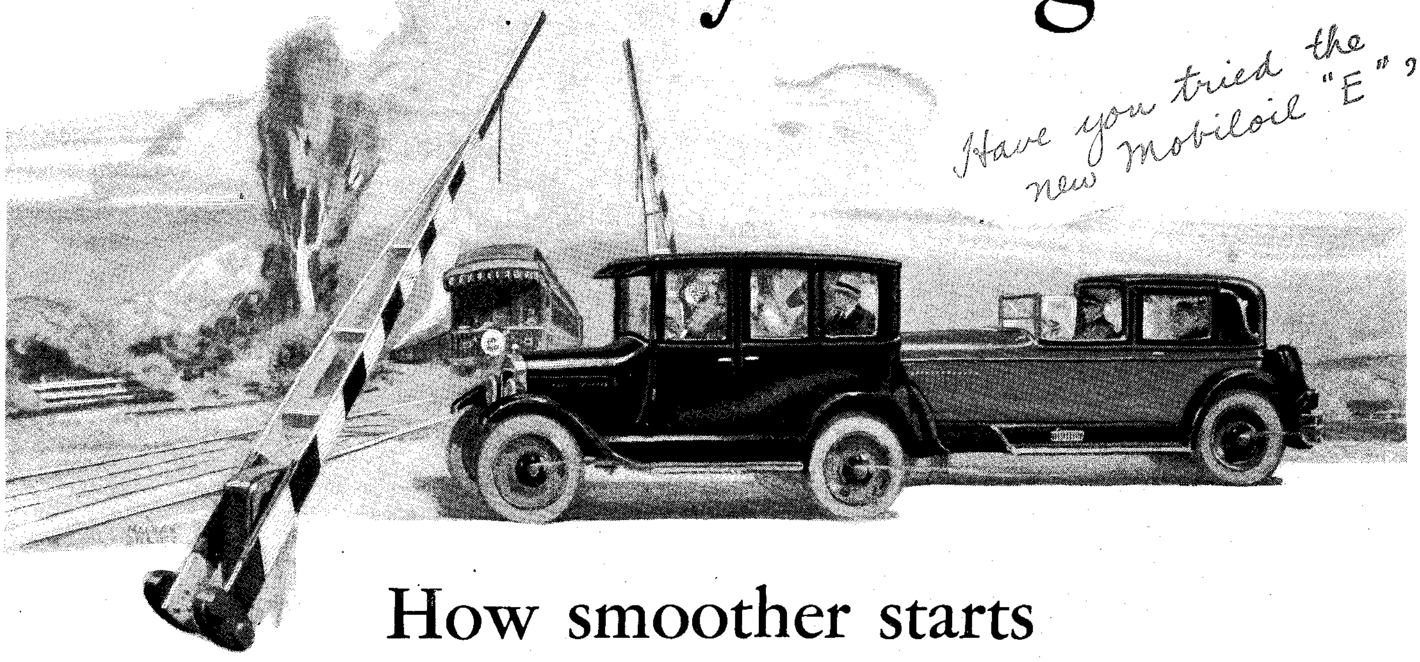
Fourteen Distinguished Body Types, in all the popular enclosed and open styles—priced from $1945 to $5795—f. o. b. Detroit, plus revenue tax.

IN THE FINE CAR FIELD THE TREND IS UNDOUBTEDLY TOWARD EIGHTS




EIGHT 8

Ford economy still greater


Have you tried the new Mobiloil "E"?

How smoother starts make your Ford even easier to run

A FEW years ago you may have used your Ford but two or three days a week. That period of automobile history is gone forever. Now, you drive the Ford every day. You want your Ford ready at all times.

Frequent transmission band replacements or carbon removals are nuisances, as well as expensive. They deprive you of your car, perhaps when you most need it.

Gargoyle Mobiloil "E" has always been noted for its ability to cut operating costs. But Mobiloil "E," as made today, is even more economical to use.

After 5 years

After 5 years of study and experiment, the Mobiloil engineers and chemists found a way to provide velvet-smooth Ford starts and stops *without adding to carbon deposit or valve troubles.*

Through an outstanding improvement in Mobiloil "E," they gave it the ability to keep transmission bands soft at all times—with no lessening of the other desirable qualities that had always been found in this specialized Ford engine lubricant.

This new smoothness in starting is not merely added pleasure in driving. It is definite evidence of less wear. It cuts down greatly the wear on bands and the need for replacement.

Now you can get smooth starting at all times. And you can confidently expect the same marked freedom from carbon which has always followed the use of Mobiloil "E."

Cheap Lubrication

Mobiloil "E" has never claimed to be a *cheap oil.* It costs a few cents more than ordinary oils—30c a quart. But Mobiloil "E," through many economies, cuts your Ford costs per mile and per year.

Mobiloil "E" meets every Ford requirement with an engineering margin of safety.

It gives full power on the hills. It conserves gasoline. It burns clean, thus assuring clean spark plugs and free-working valves.

Fill your Ford crankcase with one gallon of the new Mobiloil "E" from a sealed one-gallon can, or reliable Mobiloil dealers can supply you by the quart.

The new smoothness of operation will be immediately apparent. And the saving in band replacements and carbon removals will more than take care of the slightly higher price of Mobiloil.

If your present oil has been used 500 miles or more, you owe it to your Ford to try the new Mobiloil "E" right now.

GARGOYLE

Mobiloil "E"

***for* Fords**

VACUUM OIL COMPANY MAIN BRANCHES: *New York, Chicago, Philadelphia, Boston, Buffalo, Detroit, Pittsburgh, Minneapolis, St. Louis, Kansas City, Dallas*

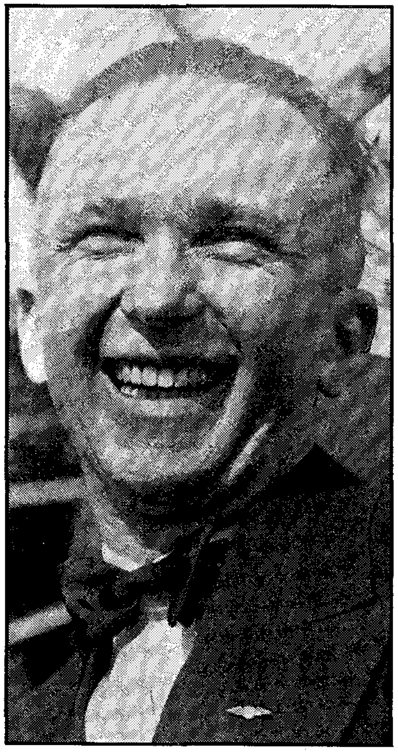
Other branches and distributing warehouses throughout the country

DRURY COLLEGE LIBRARY
Springfield, Missouri

PERSONAL ▾ GLIMPSES

UNCLE SAM'S SECOND FLYING HOP ACROSS THE POND

SOMETHING HAD GONE WRONG, and before the two adventurers had flown a hundred miles they "did not know whether to keep on or turn back." This frank confession, which crops up in the first chapter of the authorized signed narrative of Clarence D. Chamberlin and Charles A. Levine, gives a peculiar psychological interest to their achievement in imitating Lindbergh's immortal flight across the Atlantic. For we learn in the next breath the nature of the consideration that kept the propeller of the Bellanca plane whirring Europeward, and it was not the thirst for conquest or the hope of glory. No; in those moments of lost guidance and dread misgiving at the verge of the trackless abyss, with the compass out of order, when the odds against their venture seemed overwhelming, and every instinct of prudence urged them to turn back, "one of us—Levine—said it would be better to be buried in Davy Jones's locker than return and face the criticism and heehaws of the people. Plenty of them we knew would be only too glad of an opportunity to jump on us—especially some of the newspapers. That decided us. We continued. It was a case of 'We are on the way, but we don't know where we will land.'" This passage from the official narrative copyrighted by the New York *Times* gives us a flash-light of the emotions that fermented in the cockpit of the *Columbia*—so complex, compared to the untroubled flame of aspiration that had guided the pathfinding *Spirit of St. Louis*—and reveals Uncle Sam's second hop across the Atlantic as a fascinating subject of study for the psychologist and the dramatist. Here we have the ever-compelling spectacle of the man who dares all and defies the Fates in order to redeem his name. Levine, the hard-boiled business man, who could "steer his way through any contract ever written, without chart or compass" (as a Consolidated Press Association correspondent puts it), and who had called down contumely upon himself by the commercial spirit in which he had naively approached the superb sport of transoceanic flying, was out to prove to the world that he was also capable of being a sportsman—or to die in the attempt. Chamberlin's attitude was much more simple—the intrepid knight of the air, with no stain on his escutcheon, a worthy emulator of the noble Lindbergh. But the more complex Levine provides the conflict of the drama, and thereby earns his full share of the limelight. As the Boston *Post* remarks:



Acme photograph

THE FLYER WHO LAUGHS

And Chamberlin is richly entitled to a few more guffaws as hearty as this one.

> This queerly misunderstood little man lacking apparently all the stuff out of which romance is made, revealed a stout and gallant heart when he leapt into the Bellanca plane to dare, with Chamberlin, the perils of the long, dangerous flight.
>
> Levine has been through a bitter experience. He succeeded in getting himself thoroughly disliked because he simply did not know the rules of the world of sportsmanship. Having put up the money for the transatlantic flight in the Bellanca plane he looked upon the expedition as his personal property. He quarreled with about every one connected with it. One by one all those who were connected with the affair dropt away save Chamberlin.
>
> Yet this drab little man, beset on all sides with hostility, accused of lacking in sportsmanship, of crude materialism, revealed a soul of flaming courage when put to the test.
>
> When he leapt into the machine beside Chamberlin he left behind a wife and family, a fortune and a career to take a chance with death in the icy seas.

International Newsreel photograph

THE HARASSED FINANCIER

It was during the days of criticism, preceding the flight, that this snapshot was taken of Charles A. Levine.

And now, having recovered his "pep" in the genial warmth of the homage lavished upon Chamberlin and himself by the hospitable Berliners, Mr. Levine tells the world that he is "planning" a regular airplane service across the ocean, "to be started within a year," and that he is "prepared to invest $2,000,000 in the scheme," which he considers "highly practicable from a commercial view-point." This makes the *Columbia's* owner-passenger the world's greatest optimist on the future of transocean flying. Most of the other authorities—notably Col. Charles A. Lindbergh—agree that much remains to be accomplished, including the establishment of floating landing-stations, before such a traffic can become practicable. An Associated Press dispatch from Berlin quotes Levine as including Pilot Chamberlin as his partner in this enterprise, which looks toward "regular transoceanic lines from America to various points in Europe." Two days prior to Mr. Levine's announcement, a still more detailed program for a transatlantic air fleet had been disclosed on this side by Mr. Giuseppe N. Bellanca, the designer of the *Columbia*, who had just acknowledged through the Italian Ambassador the felicitations cabled him by Premier Mussolini. Mr. Bellanca does not commit himself, however, as to how soon such a fleet could be built and put in operation. As the *Christian Science Monitor* tells us, in a special from its New York bureau:

> A fleet of multimotored airplanes, each carrying not less than forty passengers and operating regularly on a commercial basis between the United States and Europe, is the next move in transatlantic air travel, according to Giuseppe M. Bellanca, designer of the airplane which Clarence Chamberlin

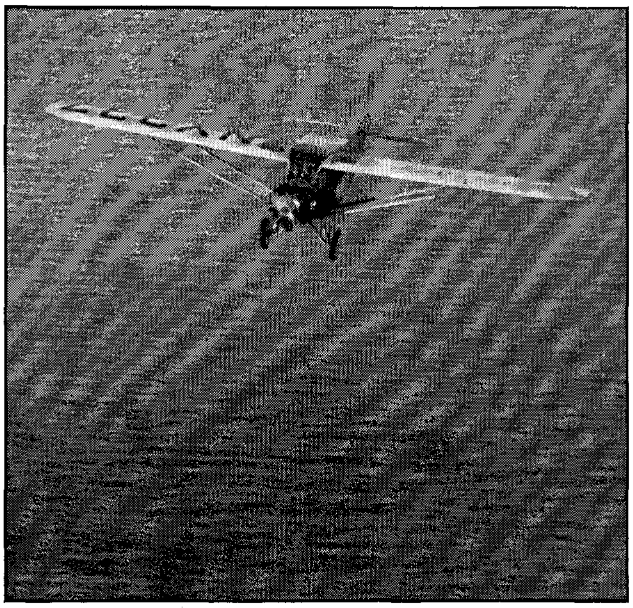
piloted from New York to Germany.

Mr. Bellanca has just announced that he is organizing a company to build airplanes for this service, and described in detail his plans for constructing these giant airships. Discussing the project as if dealing with facts, not theories, Mr. Bellanca said:

"The total flying time from New York to Paris will be thirty-two hours. There will be a stop at Newfoundland and another at the Azores, where 'gas' will be taken on, bringing the total traveling time to thirty-six hours."

The establishment of a transatlantic airplane service has been possible for some time, but the chief obstacle has been the financial problem, Mr. Bellanca said.

"We have other airplanes that can do it on this side, and they have airplanes in Europe that will do the same thing," Mr. Bellanca continued. "Why haven't we done it before? Because of the financial problem.



P. & A. photograph

HITTING LINDBERGH'S TRAIL OF GLORY

This busy dragon-fly is the Bellanca monoplane, pictured from the P. & A. plane, according to the venturesome photographer, one hour after "taking off" on its dramatic flight to Germany.

"This flight does something to solve the financial problem. It shows the public what is possible to aviation. When the public comes to believe in a thing like this the financial problem is solved, because people who were unwilling to put money in it before will hasten to support the project."

Mr. Bellanca asserted that a multimotored airship, probably of the biplane type, must be developed for commercial service across the Atlantic. Experimental work on such an airplane will cost $175,000, and the airplanes themselves will cost about $30,000 apiece to produce, exclusive of the motors, he added.

"We can't say yet how many motors there will be," he continued. "The problem is to build a multimotored ship that can fly with its full load, using only 50 per cent. of its motor power. We have not such airplanes now. The big multimotored airplanes now built need nearly all their power to keep the heavy store of fuel in the air while they are on long cruises. Not only is there slight margin of safety if an engine goes wrong, but there is no room for a paying load. It is all taken up with gasoline.

"We must design the airplane so that it can keep on its way with half of its motor-power out of the running, and yet have room for passengers and baggage. We have motors that are good enough now. Years ago I designed an airplane that would answer the demand, but the financial problem stood in the way. Now it is solved. As for the room for passengers and baggage, that problem is answered by making the transatlantic voyage in hops."

Mr. Bellanca said it was too soon to say when his transatlantic air-line would be "open for business."

Airships used in the service would have to be capable of landing on rough seas in emergency and to weathering high seas, he added.

"Passengers will buy their tickets and get their passports and board the airships at the river front just as they board ship now," Mr. Bellanca continued.

Describing the type of airplanes that the service would require, Mr. Bellanca said:

"They will have about 2,500 square feet of wing space and will carry not less than forty passengers, allowing an average of 170 pounds per passenger and 30 pounds apiece for baggage."

Referring to the successful transatlantic flight of Col. Charles A. Lindbergh and Clarence Chamberlin, Mr. Bellanca said that these single-motored flights do not mean much commercially, "because people are not going to pay to travel thirty to forty hours in a cramped position with no place to sleep."

"My airplanes will have a cruising speed of 120 miles an hour," he continued. "There will be room to walk around, comfortable chairs to lounge in and comfortable berths to sleep in. There will be no hazard and no uncertainty about it."

Mr. Bellanca declared that he had been confident the Bellanca monoplane which holds the world's record for endurance flying would make the transatlantic flight successfully.

"As far as I am concerned, the flight was over as soon as the airship got into the air," he declared. "I knew the airplane. I knew that the motor would propel it for approximately forty-eight hours with its supply of gas. Simple figures told me that it would go there. We knew that this monoplane with this motor was capable of flying fifty-one hours. It took courage to try it, naturally, but the result was known to me the minute the airplane was on its way."

Mr. Bellanca said that he and a group of other men interested in aviation are planning to send a single-motored airplane from New York to Rome some time late this summer.

Mr. Bellanca and his associates are holding conferences at which they are discussing definite plans for the formation of the organization for building and operating airplanes for transatlantic service. The *Christian Science Monitor* representative was informed this morning that formal announcement would be made soon.

Here we revert to the personal narrative of the two men who made the *Columbia* flight, with its haunting element of a troubled soul with a smarting sense of injustice, pricking the victim on to deeds of valor. Continuing the first *Times* instalment

P. & A. photograph

BELLANCA HEARS THE GREAT NEWS

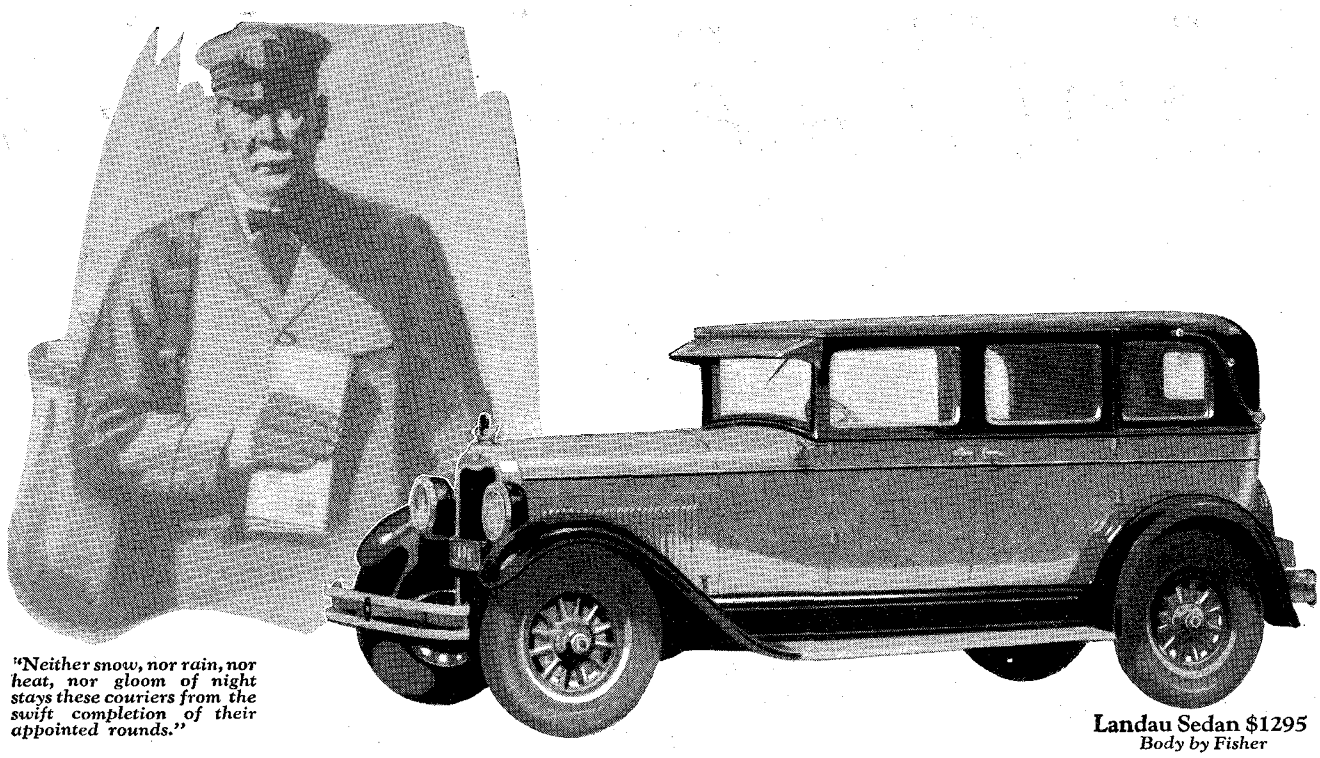
The delight with which the designer and builder of the *Columbia* heard of her arrival in Germany is said to have been all the keener because of the many disappointments and setbacks he had encountered, despite his important contributions to the art of flying.

> So we headed for the 250 miles of open water that lay between us and Nova Scotia and then, as if we had not had trouble enough about our compasses, we began to buck head winds.
>
> It took us much longer than we had figured to hit Nova Scotia, and when we got there we were miles off our course and two and a half hours late
>
> Now we knew that if we kept up that sort of thing it would be landing in the big drink for us. But it was too late to hesitate. The plane was turned toward the open Atlantic and we gritted our teeth and started to buck the really big part of our task.

Now we turn to the second instalment, in which the adventurers dwell upon these experiences a little more fully.

> We had feared the wind would get stronger as soon as the sun came up, but we still

(*Continued on page 42*)



"Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds."

Landau Sedan $1295
Body by Fisher

"unflagging performance and uncommon long life — these Oakland qualities do not change with the changing trends of motordom."

You may be intrigued by the arresting beauty of Oakland-Fisher bodies or stirred by the car's spirit and dash when you drive. But once you become an Oakland owner, you will discover an even deeper source of satisfaction ..... *unflagging performance and uncommon long life ..... These are Oakland qualities that do not change with the changing trends of motordom*—for they result from the super-precision methods of construction that are now the sternest Oakland tradition.

Touring, $1025; Sport Phaeton, $1095; Sedan, $1095; Landau Coupe, $1125; Sport Roadster, $1175; 4-Door Sedan, $1195; Landau Sedan, $1295. The New and Finer Pontiac Six, $775 to $975. Pontiac De Luxe Delivery—Chassis, $585; Screen, $760; Panel, $770. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

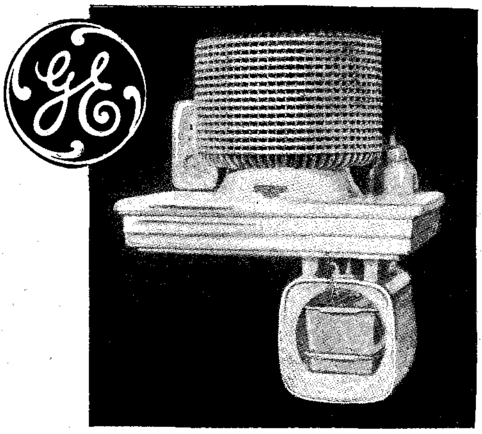
SEDAN $1095 at Factory

The Greater
OAKLAND SIX

PRODUCT OF GENERAL MOTORS WINNING AND HOLDING GOOD WILL

Now Comes-Simplified

THE CREATION OF THE LEADING RESEARCH



THE GENERAL ELECTRIC ICING UNIT
is the revolutionary feature of new-day refrigeration.

IT MARKS 15 YEARS OF INTENSIVE RESEARCH

THERE is now a new development in electric refrigeration for the home. An amazingly *simplified* icing unit by General Electric Company. A factor everyone, from now on, must take into account when considering an electric refrigerator.

Electric refrigeration — above all things an *electrical* problem—has been solved *electrically* by the world's outstanding group of technical experts.

The General Electric icing unit is so supremely engineered and so precisely constructed that its operation is practically *noiseless* three feet from the refrigerator. At that distance you can hardly tell whether the motor is on or off.

It uses very little current and no special wiring is needed to hook it up—the regular house circuit is adequate.

The entire mechanism is housed in an hermetically sealed casing mounted on top of the cabinet. You *never* need oil it—*never* need touch it. It operates automatically, maintaining a *practically constant* temperature in the refrigerator.

Only an institution like General Electric Company—with its world-wide electrical resources—could have produced so outstanding an electrical achievement.

Some 64 leading engineers cooperated in its development during fifteen years of intensive research. Their goal was to produce the *simplest,* most *practical* electric refrigerator Electrical Science could achieve.

Several thousand refrigerators—of 19 different designs—were built, field-tested and improved before production of the models now announced, was authorized. They embody the best thought of the leading electrical research organization of the world.

◆ ◆ ◆ ◆

Now thousands who have debated the purchase of electric refrigeration will want to see this new creation, will want to find out what General Electric has done in the field. Buying any other way is a mistake.

Remember that the efficiency of any electric refrigerator you may purchase rests basically on its efficiency as an *electrical* device.

The General Electric Refrigerator is obtainable in various sizes suitable for every home. Let us send you Booklet 6-D which gives detailed information about this new-day refrigerator. And the address of the local dealer who has several models now on display.

Outstanding Advantages

Simplified—no pipes, no drains, no attachments. Portable—install anywhere. Just plug into nearest outlet and it starts.

Quiet—three feet away you can hardly hear it.

No Servicing—never needs oiling or attention. All moving parts are enclosed in an hermetically sealed housing.

Economical—uses very little current and maintains uniform temperature.

Clean—the circulation of air through the coils drives dust away from the top of the refrigerator.

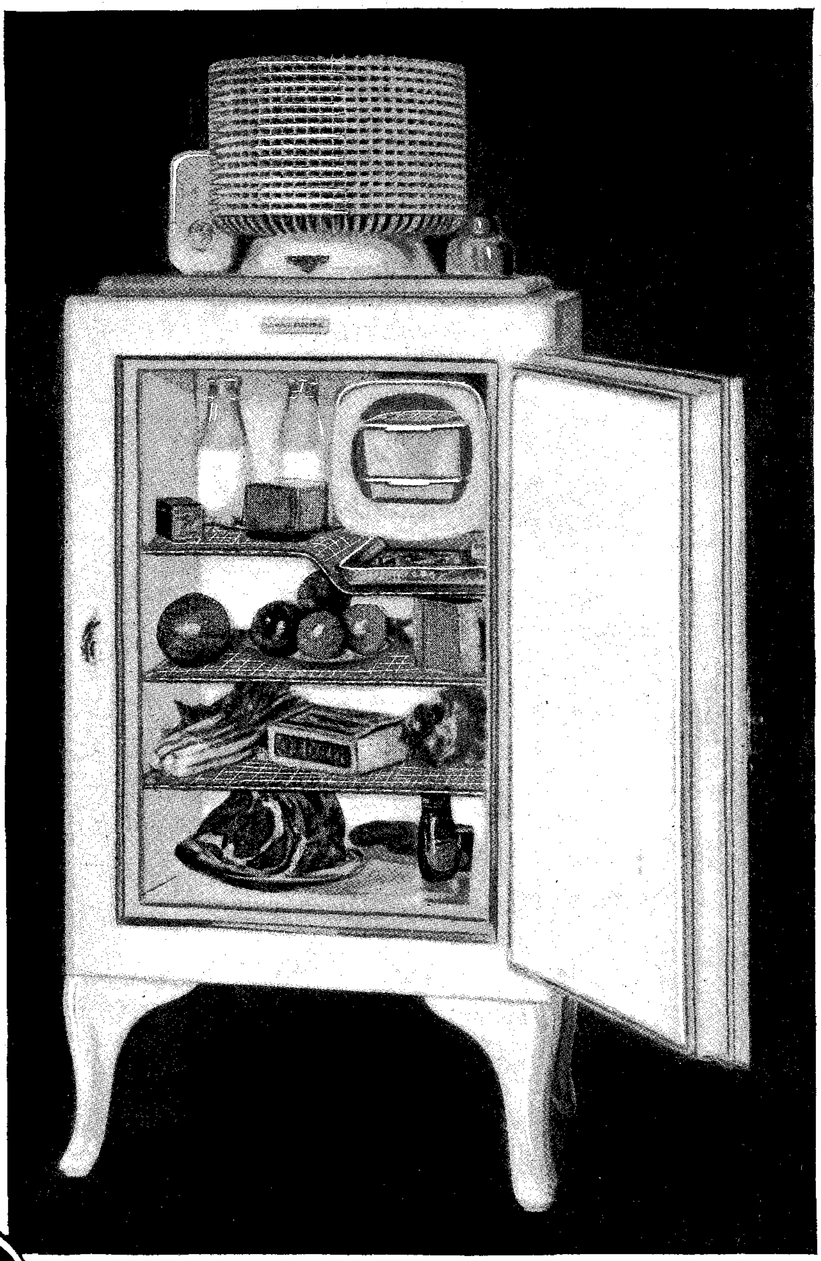
Guaranteed by General Electric

Electric Refrigeration

GENERAL ELECTRIC
ORGANIZATION OF THE WORLD

MAKE COMPARISONS
To safeguard your future satisfaction, become acquainted with the General Electric—make comparisons. Note its many advantages, its simplicities. Learn how the General Electric Icing Unit differs from the ordinary.

PLENTY OF ICE
Even the smallest model makes 7 pounds of ice at once. And there is a tray for storing an extra supply if needed for making ice cream.



OILED PERMANENTLY
Before it leaves the factory all the mechanism of the General Electric Icing Unit is housed in an hermetically sealed unit, permanently oiled—thus insuring adequate protection to the motor and all moving parts for many years.

QUIET
Stand three feet away from the refrigerator and you can hardly tell whether it is running or not.

Refrigerator

Guaranteed by
General Electric

Electric Refrigeration Department
of General Electric Company
Hanna Building, Cleveland, Ohio.

Write for *Booklet No. 6-D.*
It tells all about this new-day refrigerator.

GENERAL ELECTRIC

JUST NOTICE

the fine skins of the men who shave with Williams!

THE glove-smooth skin after a Williams shave is due to a special conditioning effect of this soothing lather. Williams actually makes your face feel better after shaving than it did before.

Williams lather is *saturated* with moisture and this moisture drenches each bristle through and through—soaks the beard so soft that your razor just *glides*.

Try Williams for a week FREE. We'll send a trial tube in exchange for the coupon below—or a postcard. Williams sells for 35c and 50c a tube.

Our new after-shaving liquid, Aqua Velva, keeps the face as well-conditioned and comfortable as Williams Shaving Cream leaves it. Write Dept. 26B for generous test bottle.

Williams Shaving Cream

This cap can't come off

The J. B. Williams Co., Dept. 26B, Glastonbury, Conn., U. S. A. (Canadian address: 1114 St. Patrick Street, Montreal.)

Please send me free trial tube of William Shaving Cream.

Name ....

Address ....

Lit. Dig. 6-25-27

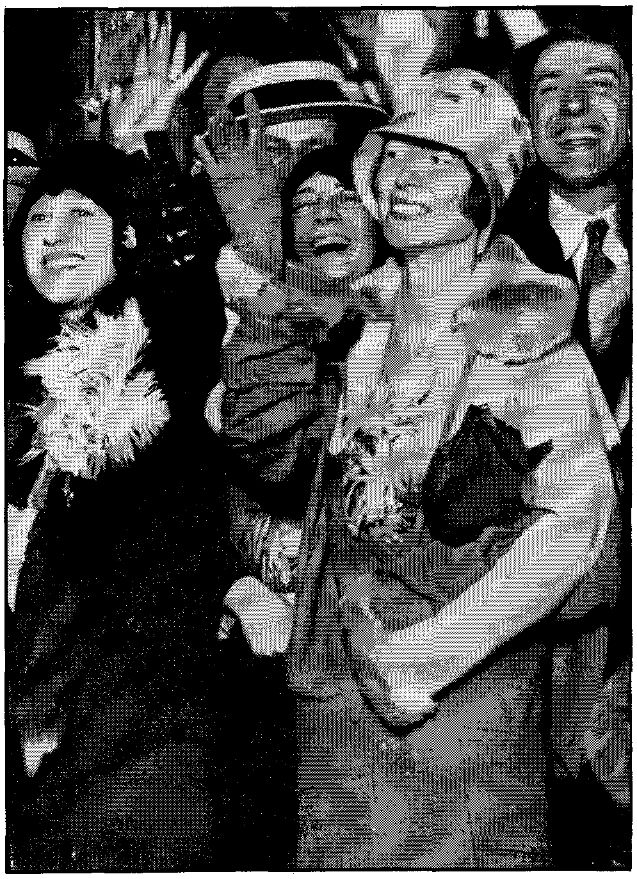
PERSONAL GLIMPSES
Continued

had a sneaking hope that there would be nothing but a gentle breeze to buck when we began to fly over the water.

No such luck. We should have made that water jump in two hours and a half, but at the end of three and a half hours there was still no sign of Nova Scotia. There was nothing but water.

We began to get anxious. Several times we thought we saw land, but we soon found out that we were suffering from illusions, and also what their cause was. When there are two layers of clouds and the bottom one is a single cloud, the shadow of the upper cloud makes it look so dark and solid that you think it is land. Moreover, when people are so keen to sight land as we were, they are more easily deceived by appearances than usual.

We had about decided that as navigators we were not so good, when suddenly Nova Scotia loomed up below us. As airmen say, we hit it right on the nose. We found ourselves above Yarmouth, heaved a sigh of relief and felt all puffed up with new confidence. When we were over Halifax we felt so good that we decided to drop a message, but we found we had come away without a solitary scrap of paper that we could write on.



P. & A. photographs

THE FLYERS' WIVES WIN A TRIP ABROAD

Mrs. Charles A. Levine (on the reader's left) and Mrs. Clarence Chamberlin (right) lost no time in embarking for Germany when *the news arrived of their husbands' safe arrival, and here they're off!*

Just about when we had become perfectly satisfied that as navigators we were all to the good, the wind suddenly stiffened and soon became so strong that it had us worried. We knew that if it kept up we would never reach the other side of the ocean. We were already two and a half hours behind schedule in covering the first 600 miles, and we had 3,800 miles to go.

[Chamberlin and Levine figure that they covered 4,400 miles in their trip, tho the straight-line course would be 500 miles shorter.]

But soon after we passed Halifax the wind shifted and we began to make up some of that lost time. That made us feel more comfortable.

This part of the trip was a dream of beauty. Below us the sea was deep green with little white waves which gave us a good indication of which way the wind was blowing. Visibility was so good that we could see 50 to a 100 miles.

From Nova Scotia to Newfoundland meant another jump of a couple of hundred miles over open water. There we again held to our course, despite having to rely on a magnetic compass alone, and we hit Cape Race, at the southern tip of Newfoundland.

Taking advantage of the excellent visibility on this part of our trip, we kept a sharp lookout in the hope of finding some trace of Nungesser and Coli. We could see as far as 100 miles away at times, and felt there was a good possibility that one of us might descry the white plane in which the two gallant Frenchmen had flown away from France toward America against the dark background of woods and rocks.

Nova Scotia, it seemed to us, wouldn't have been so bad had Nungesser and Coli been forced to land there, but Newfoundland looked like one of the most desolate places imaginable to be lost in.

At Cape Race we took our last look at the American Continent. Then, "Here goes nothing!" we said to each other, and started out over the big pond with the "next station Europe."

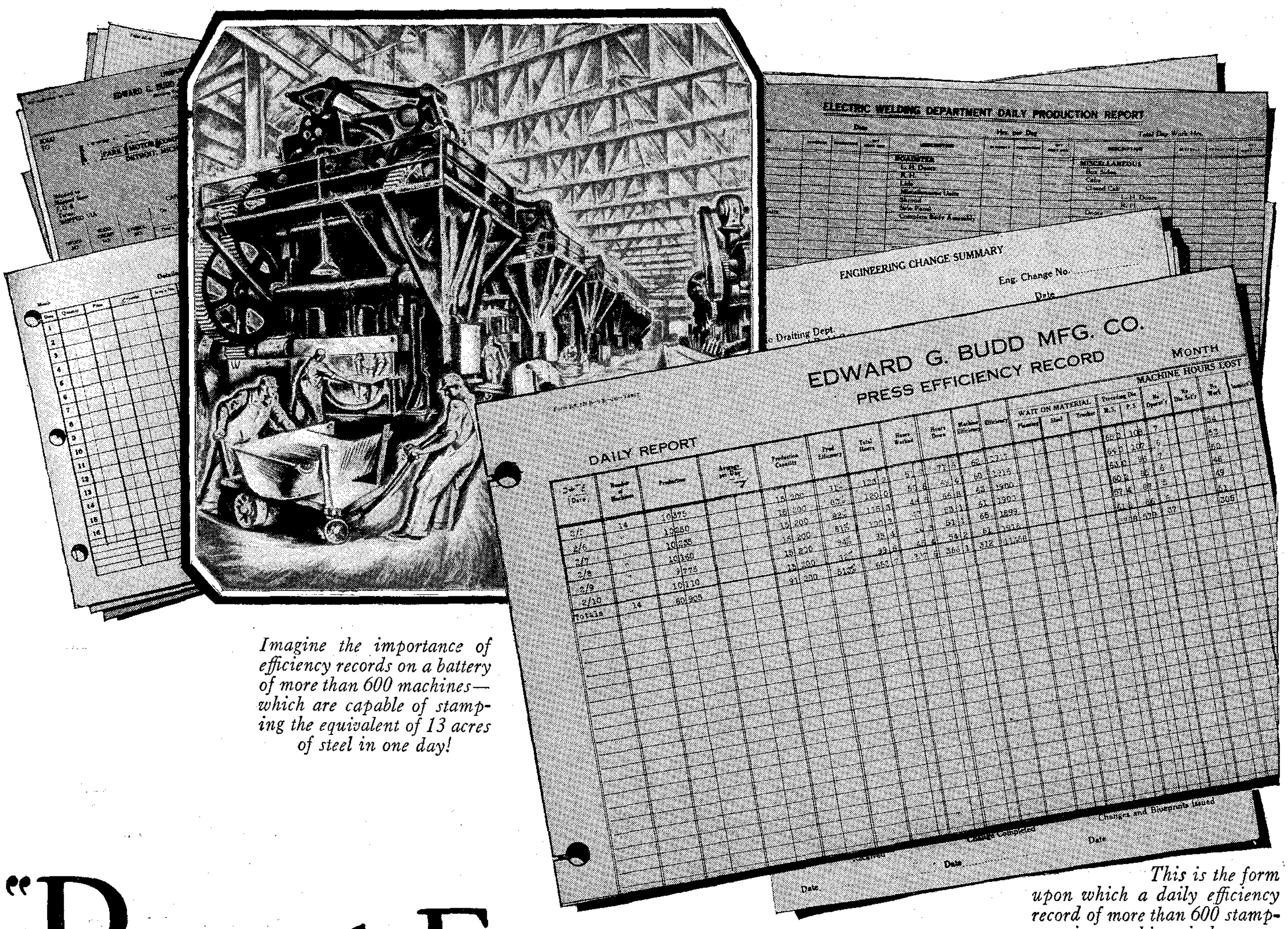
It was shortly before sunset. Soon afterward night closed in on us, and there was nothing but the sky above us and the rolling waves underneath, and we knew that we were launched on our big adventure with a vengeance.

Returning to the first instalment, in which the most exciting experiences of the trip are vividly summarized, we read:

Our next thrill was an iceberg. At first we simply could not make out what it was.

"Surely there is no ship as white as that," we said to each other—because, you see, it looked like a ship. We dipt down so we could get a good look at the thing, and then we saw it was an iceberg, the first one either of us had ever seen.

It was quite a surprize, that big white



Imagine the importance of efficiency records on a battery of more than 600 machines—which are capable of stamping the equivalent of 13 acres of steel in one day!

This is the form upon which a daily efficiency record of more than 600 stamping machines is kept.

"Printed Forms show instantly the efficiency of our production," *says the* Edward G. Budd Mfg. Co.

EVERY morning, a sheet of paper containing vital figures is placed upon the desk of the Works Manager of the Edward G. Budd Mfg. Co., makers of all-steel automobile bodies.

This sheet of paper is a printed form called the Press Efficiency Record, reproduced above. It shows quickly the exact operating efficiency of more than 600 stamping machines, which are capable of stamping the equivalent of thirteen acres of steel formed into body parts in a single day.

Printed forms keep an accurate watch on production. They keep it speeded up. They give a quick and complete picture of various operations and departments of a business—no matter how complex that business may be. They prevent misunderstandings, arguments, loss of time, needless errors and general "looseness" in the operation of big business.

Labor cost sheets, estimate sheets, shipping and accounting records, assembly schedules, payrolls, invoices, material detail sheets, production reports, engineering changes—are a few of the printed forms that aid the efficiency of the Edward G. Budd Mfg. Co. And for these printed forms Hammermill Bond is used extensively.

More and more business concerns are standardizing on Hammermill Bond for their printed forms. There are five good reasons why:

First, this standard bond paper has just the right surface for pen, pencil, typewriter, carbon, or printing. Then, it is available in twelve colors and white, so that forms for different jobs or departments can be identified by color. Next, Hammermill Bond is uniform in quality. Also, it is sufficiently strong to stand rough usage. Finally, its reasonable price makes it a genuine economy.

You can get Hammermill Bond from your printer whenever you want it. He knows it, uses it, likes it—because it gives satisfactory results and makes satisfied customers.

This Working Kit will help you

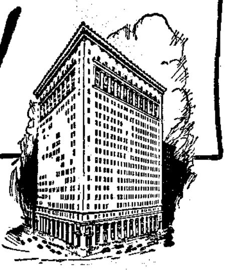
Dictate a note now and ask for our Working Kit of printed forms with samples of Hammermill Bond in all colors. It will be mailed to you without charge. Please write for it on your business letterhead. Hammermill Paper Company, Erie, Pennsylvania.

HAMMERMILL BOND

The Utility Business Paper

Ask any stationer for National Loose Leaf Ledger Sheets and Business Forms made of Hammermill Ledger. Hammermill Ledger is made in the same mill as Hammermill Bond and with the same high standard of quality and uniformity.

Saved:
$11,800
Net!



"Every year our FINNELL equipment saves us *$11,800 net*," says James Collins, manager of the Peoples Gas Building, Chicago. This is how he figures:

Floor area—81,600 sq. ft. of white Alabama marble. Would require at least *twenty-two* scrubwomen to do the job being done by *seven* men with FINNELL equipment. Total cleaning cost is 17 cents per sq. ft. per year. With scrubwomen the cost would be 32 cents per sq. ft. Saved: *$11,800 net*. Spotless cleanliness greets tenants every morning. Building 100% rented for the last 10 years.

Free Booklet Explains Value to You

Regardless of size of floor area—in factory, office, store, bank—one of the eight FINNELL models can save you money and pay dividends in improved conditions. Send for the detailed booklet, "Your Questions Answered by Users." If you wish free estimate of equipment needed and possible saving, enclose description of floors, area, present maintenance cost. FINNELL SYSTEM, Inc., 26 East Street, Elkhart, Ind. (District Offices in Principal Cities. Factories: Elkhart, Ind. and Ottawa, Can.)

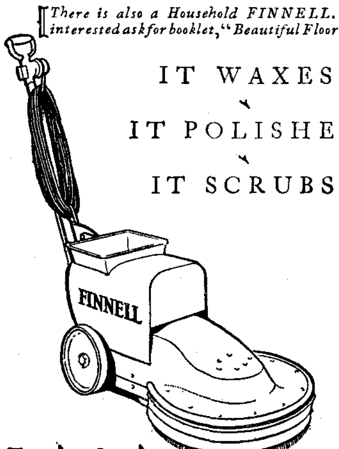
YOUR QUESTIONS ANSWERED BY USERS

Memo

Just a reminder to have your secretary write . . *now*.

There is also a Household FINNELL. If interested ask for booklet, "Beautiful Floors."

IT WAXES
IT POLISHES
IT SCRUBS



FINNELL
ELECTRIC FLOOR MACHINE
First in the field and still foremost

PERSONAL GLIMPSES
Continued

hunk of ice out there in the middle of the ocean. We thought we had figured out everything we might meet, but somehow neither of us had thought of that.

Afterward there was no thrill in icebergs at all. Before we got away from the Atlantic we had sighted fifteen or twenty of these big white fellows, and at least 100 small ones. We used icebergs to check our drift from our course, since the icebergs seemed fairly stationary.

Chamberlin took a look at one of the big fellows and remarked: "I wonder if we could climb to the top of that thing if we were forced to land on it."

By the way, the icebergs looked grand in the moonlight.

After the icebergs came fog, and that bothered us a lot. Incidentally we got one big surprize. We had expected fog, and plenty of it, off the Grand Banks, since we had heard they were famous for it, but we did not strike a vestige of fog there. After we got clear of the Banks, we found fog where we did not expect it at all.

Mr. Kimball of the New York Weather Bureau had advised us that if we hit fog in bad weather on the northward course which we had mapped out, we should veer a bit to the south and we would find things all right. So we did. And we discovered that he was some prophet, for things turned out exactly as he said they would.

Once the fog was so bad that Chamberlin went up fully 15,000 feet, hoping to clear it, but in vain. This was as high as we could climb with the load we were carrying. From there we dropt down to a few feet over the water, but still there was fog all around.

And all this while we were reduced to navigating with a compass which we did not believe in anyhow, so you can easily understand that we soon were absolutely at a loss to know just where we were.

The temperature soon rose above sixty degrees and we began to fear we were getting too far south. It was past midnight when we exchanged signals about 600 miles off the coast of Newfoundland with some boat which passed a short distance from us, but we never found out what boat it was.

We flashed our search-light, putting it on and off several times, and we knew they recognized it, because they acknowledged it in the same way. We dropt down rather close to them, trying to read their name.

By that time, the voyagers confess, they were wondering whether they were going to hit Ireland, England, France or Spain, "which shows to what extent we were lost up there in the storm, fog and clouds." And then came the big thrill—the *Mauretania*. Thus:

Suddenly she loomed up at us from down below about ten miles distant, and we certainly made a bee-line for her. We circled several times over her, and we clearly read her name. We also waved our hands to the passengers on her decks.

Levine signaled with his hands like a telegraphist working a telegraph key, and an officer on the deck of the *Mauretania* saluted and immediately went off, showing he understood—we think it was the captain. We came within 50 to 100 feet of the *Mauretania*, flying along right beside her.

We immediately dug up a copy of the New York *Times* which we were carrying in the back of our plane. We turned over the pages until we found the steamship news and learned what day the *Mauretania* had sailed from Southampton.

Having found it, we started computing what her position would be roughly when we sighted her, and from that we computed our position and saw we were somewhere near Ireland or England.

The next big thrill was our first glimpse of land. We don't know yet just what place it was. Levine was sure it must be Ireland because he was born on the 17th of March—St. Patrick's Day. Anyhow, it was Ireland or England. We knew then we were in sight of success, and we began to get excited.

Over the North Sea the plane became unmanageable. Chamberlin said:

"I can't do a thing with it, you take the stick."

Levine laughed and Chamberlin wondered why.

Levine said it was because it was like riding a bucking bronco when they shout, "Ride him, cowboy, ride him!"

After that we thought things would be comparatively smooth. Now that the really dangerous part of the trip was over, the thrills, we thought, would get less frequent, but there was one mighty big one. After we had gone over quite a strip of the European continent, and we were well on our way toward Berlin, there came a thrill which we figure out was the biggest of the whole trip.

We found ourselves forced to go up to an altitude of something like 20,000 feet above the ground and stay there the whole night. For all we knew we might have been even higher, because the altitude recorder we were carrying only registered as far as that height—as soon as you get to 20,000 feet it becomes all guesswork how much higher you may be.

Our thermometer registered eighteen degrees above the freezing point. It certainly was cold.

We stuck up there at that altitude right through the night before we could venture down further. Those hours were not at all pleasant.

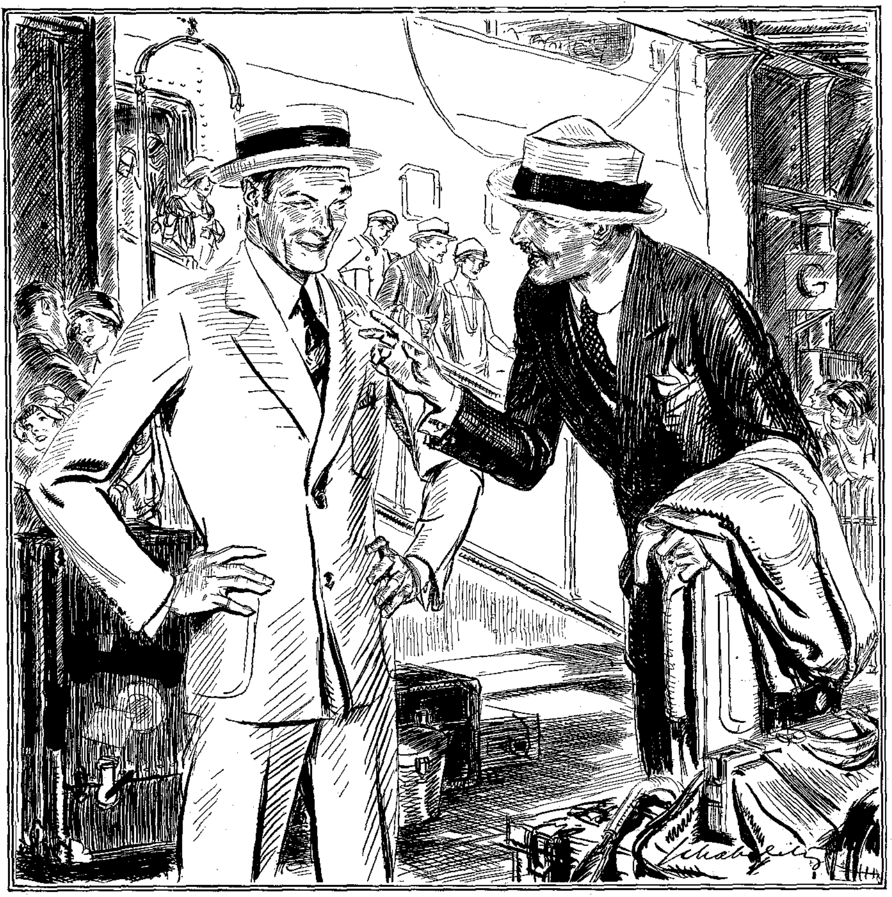
After that there were not any really big thrills—not even when we were forced to land for the first time in Germany because our gasoline was running out, and not even when the plane came down on its nose near Kottbus.

Subsequent thrills, of course, arose from the tremendous reception accorded the flyers in Berlin, and the world-wide interest aroused by their achievement as a confirmation—and something more than a confirmation—of the possibilities demonstrated by the flight of the solitary Lindbergh. As the Milwaukee *Journal* interprets it:

So swiftly is transatlantic aviation moving this year that we're beginning to look forward to these week-end jaunts. The presence of Levine, practically a passenger on the *Columbia* plane, adds new interest. For if a passenger can be carried on a flight that totals more mileage than Captain Lindbergh went, then mail and commercial service will logically be the next step.

For America the unabated European interest in these flights is an enlightening thing. Popular interest in aviation is probably greater in Europe than in America. Their air routes have fostered that. In addition, Europe has always felt the necessity of breaking its barriers. Its steamship

Water—$10 a Glass



© 1927, M. L. I. Co.

"YOUR trip evidently did you a world of good. What happened?"

"Big specialist ordered me abroad to a water-cure place to drink water—lots of it—no medicine—just water. I drank gallons and gallons during the weeks I was there. Counting steamers, railroads, hotels and doctors, that water must have cost $10 a glass but it was worth every penny. It worked miracles for me. What are you laughing at?"

"Laughing at the price you rich men pay for miracles. While you were away my doctor ordered me to drink water, too. Lots of it—8 glasses every day. Told me to have my prescription filled straight from our own faucet. And I never felt better in my life."

IT is a curious fact that some people cannot be made to realize the value of drinking water freely unless they pay a big price for it. Many famous health-resorts have built their reputations by making popular the habit of drinking water in generous quantities rather than on the medicinal quality of their mineral springs. And pure water—drunk as regularly at home as it is taken at the spas—will often produce health "miracles". Nowadays good doctors agree that almost everybody, except those who need a specially selected diet, should drink water regularly—one glass before breakfast, one in the forenoon, one in the afternoon, one before going to bed, and one with each meal—six to eight glasses of water a day.

The doctors say, also, that more than two-thirds of the weight of the body is water, that water forms the bulk of the blood, and that three quarts of water a day are needed for the body's daily necessities. If the blood does not get the water it needs—either as a beverage or in food—it will absorb water from the tissues of the body and be overloaded with harmful waste products as well.

Poisons, produced by our organs in the business of living, are eliminated largely by means of the water we drink. If too little is taken, they tend to remain in the body.

This summer you probably will be motoring, hiking, or camping out in the country. Take care that the water you drink is pure. Sometimes those cool and inviting brooks, springs and old wells carry deadly typhoid germs.

To be safe, before your summer trips begin, make an appointment with your doctor for inoculation against typhoid fever. It is a simple matter and gives immunity for two or three years.

To keep in the best physical trim at home or abroad, drink plenty of Nature's marvelous health-giver—pure water.

Medical experts warn us that those who neglect to drink sufficient water will eventually pay the penalty. Symptoms of digestive disturbance, headaches, muscular and neuralgic pains, dullness, inertia and intestinal stasis—may result from drinking too little water.

Metropolitan Life statisticians report that while typhoid scourges have practically disappeared in large cities and in other places where the water supply is protected, typhoid is still a menace in many rural areas and wherever the water becomes contaminated.

Typhoid can be stamped out. Send for the Metropolitan Life Insurance Company's free booklet "The Conquest of Typhoid Fever". Learn how to protect yourself and your family from water which may be unsafe.

HALEY FISKE, *President.*

Published by

METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

Biggest in the World, More Assets, More Policyholders, More Insurance in force, More new Insurance each year

A Suggestion *for your* Vacation

You probably know where you are going, and when, and how, and how long you can stay—and have counted the cost—possibly have saved up for it.

Will you now consider a simple suggestion which is *sure* to make your vacation pleasures *surer?*

That the suggestion is offered by a great American travel and financial organization for its own profit as well as yours, is offset by the fact that this organization has devoted many years and many millions to *making vacations and holiday travels more enjoyable.*

*The suggestion is:—**Be sure of the safety and service value of your vacation money. Before you start on a trip anywhere—abroad or in this country—change your vacation funds into American Express Travelers Cheques.***

These Cheques protect you against the loss or theft of your money. Sky-blue in color, they are recognized and accepted as currency everywhere. They also carry the assurance of the known and experienced Personal Service practically everywhere abroad, as well as of 27,000 Express representatives all over the United States and Canada.

Motorists who have had occasion to test the real service value of these Cheques always carry them. For peace of mind, they say, they are as desirable as oil.

Hundreds of thousands of vacationists who have used them will tell you, "Don't ever go on any vacation anywhere without them. You may be lucky *sometimes* with greenbacks: but with American Express Travelers Cheques, you are *always* lucky in getting Personal Service: and your money is *always* safe and *always* serviceable."

American Express Travelers Cheques are issued in $10, $20, $50, and $100 denominations—bound in a small, handy wallet—and costs only 75c for each $100.

**FOR SALE AT 22,000 BANKS
AMERICAN EXPRESS AND AMERICAN
RAILWAY EXPRESS OFFICES**

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Secure your steamship tickets, hotel reservations and itineraries; or plan your cruise or tour through the American Express Travel Department.

PERSONAL GLIMPSES
Continued

lines go to all the world. But that is slow travel. Now suddenly comes the possibility of an expansion that will put Europe within one-day touch of the new world. That shrinks the Atlantic by four-fifths.

America, with pioneer airmen who are the acclaim of all the world, should understand that and build on it. We shall make a mistake if we let others forge ahead where we have blazed the air trail. For the ocean air lines are as sure to come as to-morrow's sun. When they do, America should have a big place in their development.

For the United States, these flights should mean a renewed determination to develop the lines within our own country, and to look to the expansion of lines that connect us with distant points. We have seen a good deal of aviation, but we have not thought about it much. It is safe to say that, aside from a few men, no one in America understood what aviation meant to the world until the crowd at Le Bourget charged down on Lindbergh's alighting plane. As that interest expanded, as the press took up the cry, as nations did honor to a pioneer as tho he were a Columbus returning from an unknown world, we began to understand. What Europe foresees and expects is best stated by the *Petit Journal*, of Paris, in commenting enthusiastically on the Chamberlin flight:

"The impossible of yesterday is becoming a pleasure jaunt. Shortly Commander Byrd will come. Then in a month another dauntless one, and he will be hardly more than a tourist."

If America really senses the meaning of this comment, it will not fail in the tremendously large opportunity that is before it.

In the meantime, we shall not fail to honor Chamberlin, the pilot who as a pioneer is second only to Lindbergh, and Levine, who, altho a young man of millions with every inducement to pursuits which are not dangerous, took his life in his hands to be the first airplane passenger to cross the ocean.

German experts are amazed at the weight-carrying capacity of the Bellanca plane, according to a Berlin correspondent of *The Times*, who quotes an article in the *Lokal Anzeiger*, by Captain Wentscher. As we read:

Captain Wentscher was leader of the army aviators' school during the war, and was one of the pilots who flew to meet Chamberlin and Levine when they were coming from Kottbus. He is a recognized expert and an authority not only on flying but also on motors.

The Captain and other experts who inspected Chamberlin's plane have been amazed to find it capable of carrying about twice its own weight, whereas even a ratio of one to one is unusual in Germany, and the usual proportion is two to one—that is, an airplane is supposed to carry half its own weight.

"More simply exprest, Chamberlin had to start with a load which would never have been permitted in Germany," writes Captain Wentscher, and continues:

"This favorable condition was mainly achieved through the 200-horse-power Wright Whirlwind motor, of which the world, to say nothing of Germany, has no equal. This is air-cooled, but whereas in the case of other motors of similar construction what is gained by doing away with the heavy water-cooling apparatus is more than offset by higher consumption of gasoline, this Whirlwind even consumes less gasoline and oil than water-cooled motors of the same horse-power.

"It unites to these advantages a degree of dependability which again has been most strikingly demonstrated by Lindbergh's and Chamberlin's flights."

Captain Wentscher complains that German engineers have been unduly neglecting air-cooled motors. He further directs special attention to the fact that the pilots' seats are quite enclosed, and that this is the general rule in America. He says this not only protects the pilot from the weather but also appears to reduce resistance to the plane's progress.

Chamberlin was attached to the Army Air Service during the war, but the Armistice arrived before he could get to France A native of Denison, Iowa, he became interested in gas-engines while yet a youngster. His characteristics as an airman may be judged from these anecdotes assembled by the New York *Evening Post*

While flying in the National Air Races in 1925 he almost met death when his companion, Laurance Buranelli, was killed in a crash near Hempstead, Long Island. Chamberlin escaped with nothing more serious than a broken leg. With this in a cast, he drove to Baltimore to watch Lieutenant "Jimmie" Doolittle win the Schneider Cup races. Driving at fifty miles an hour he was repeatedly stopt by angry traffic cops, but each time his plea that they surely wouldn't arrest a man for speeding who had a broken leg worked him out of the toils of the law.

Again, in 1926, he rode with luck, when he was forced down while flying to the Camden Bridge opening. A leak in the carbureter float developed motor trouble. As he says, "the motor whoops and dies, and when the motor whoops and dies, there's trouble." The only landing place near was the jail yard of the Eastern Penitentiary. He broke into jail by way of the prison potato patch. He was able to repair the minor difficulty, however crank up his plane and zoom off over the high wall of the prison, leaving behind him a trail of uprooted potatoes, and making a record as the first man who ever flew i and out of jail. His wife was flying with him.

At the 1926 air races, in Philadelphia he won third place in a special stunt competition by landing from a height of 1,500 feet with a dead stick to within 7 feet and 10 inches of the point where he took o All the time he had been boosting the Bellanca planes, and since 1921 the inventor and the pilot had been planning to beat the current world's endurance-flight record. In 1922 Lloyd Bertaud and Eddie Stinson had made a world's record o around twenty-seven hours, which the two believed they could beat. Then Kelly and Macready raised the ante at McCook Field to around thirty-seven hours, but the pair still believed they could beat it.

When the endurance-flight record was first attempted in the Bellanca monoplane however, Chamberlin had been edged ou of the pilot's seat. Bellanca had joine the Wright Aeronautical Corporation i 1925, and the company had built a plan for the endurance flight. Chamberlin was not permitted to pilot the plane despit Bellanca's cries of rage. Instead, whe

HERE LIFE IS BETTER

Low Summer Fares to
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$90.30
Round trip from Chicago
to
SAN FRANCISCO
America's Coolest Summer City
Gateway to Hawaii, Australasia and the Orient

Similar low fares from other cities. Only $18 additional fare for full Pacific Coast Empire Tour

Mirror Lake, Yosemite

How does the Californian get so much fun out of Life? How can he spend so much time away from work—yet make his work bring him so many more dollars?

CALIFORNIANS *do* get more fun out of life. About two-thirds of us, who lived in other states before moved out here, will tell you so m our own knowledge. And you can ne to San Francisco this summer, joy a wonderful California vacation, d see for yourself! By rail, it's almost usiness day closer to Chicago with new shortened train schedules; by o, the new Victory Highway in conction with the Lincoln Highway ds directly through the beautiful untain passes into San Francisco.

Californians, with one car for every ee people, own proportionately re automobiles than the people of other state and we use them more for camping, fishing, week-ending s to the mountains or up and down seashore. There are no rainy days summer to tie us down; in winter nths our hills are green, our sunne glorious; there is less rain than the East in mid-summer.

It's fun even to be able to avoid the er winters that we used to know. Francisco's climate lets us play golf green fairways from one year's end the next—and we do. There are 20 f courses (two municipal) in and r San Francisco now, and we're lding more.

All year long the days in San Fran-o are full of snap and sparkle—only ttle warmer (average 59°) in sumr and only a little cooler (average °) in winter. San Francisco's factories and big industrial plants that serve the markets of the Pacific Coast, Hawaii, Australasia and the Orient can prove that this favorable climate adds a substantial percentage to production. And it has helped to make this state the third largest in agricultural production.

Here is a letter, typical of what you will hear from thousands of other Californians when you come; exactly what you will say, yourself, after you have lived here:

"*San Francisco, March 3, 1927.*

"Most men who like to shoot, and play golf, and camp in the mountains, are situated as I am—their years are divided into fifty weeks' work and two weeks' play.

"But I live in California now. Other men, thousands of them, come clear across the continent every summer to do what I can do every week-end. In a morning's drive from San Francisco I can be in the Sierras, with trout and bacon sputtering in the pan by sundown. On either hand the mountains stretch a thousand miles—north to Lassen Peak and Shasta, south to Yosemite, the Minarets, Sequoia National Park and the great jumble of 13,000-foot granite peaks and lakes that lie above them.

"Twenty summer vacations spent in different parts of the Sierras have shown me the impossibility of seeing more than a small part of them in a lifetime—and it was only last summer that I got around to visiting the Giant Redwood country, 400 miles more of scenery and recreation starting here across the bay from San Francisco.

"These things mean a lot to me, and to my family. We are as well-off materially here as we would be anywhere, and probably more so. To us, at least, moving to California is a step we could never think of retracing.

(*Name on request*) E. H. B."

WHAT THE
Californian
OWNS:

Climate: Year-round producing climate. *The Californian* can work, grow crops or play every month in the year.
Growth: From 3,500,000 to 5,000,000 population in six years—three times faster than the United States average.
Wealth: Twice the national average of wealth, twice the average number of savings bank depositors and twice the average deposit. Only three states report more income tax returns; none has so many automobiles per capita.
Health: 6 of the 15 most healthful cities in the United States are in California. U. S. investigations prove California children bigger and taller, than the average.
Education: *The Californian's* schools share first rank only with Massachusetts in efficiency. Five states have larger enrollments; only two exceed California's expenditures.
Recreation: Four National Parks, a thousand miles of ocean shore, a thousand-mile-long Sierra playground, 30,000 square miles of National Forests, 42,000 miles of improved roads. Year-round motoring, golf, fishing, week-ending out of doors.
Crops: More than $600,000,000 yearly. Six million acres under irrigation with great mountain reservoirs supplying abundant water.
Industry: One of the youngest states, California is eighth in value of manufactured products.
Markets: From San Francisco's great harbor, the largest on the Pacific Coast, the *Californian* successfully sells his manufactures and crops throughout the Western and Eastern States, and exports enormously.

For every Californian—here or on the way—these advantages spell Opportunity.

Now write to Californians Inc., a non-profit, non-partisan organization of San Francisco citizens and business organizations interested only in the sound and permanent development of California's resources, for further information about the questions that interest you particularly. The first step is to send for this free booklet, "California—Where Life Is Better." We have made it easy for you with this coupon—send it today!

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THE GREAT VALLEY
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A sailor of the seven seas returns to his home port—San Francisco

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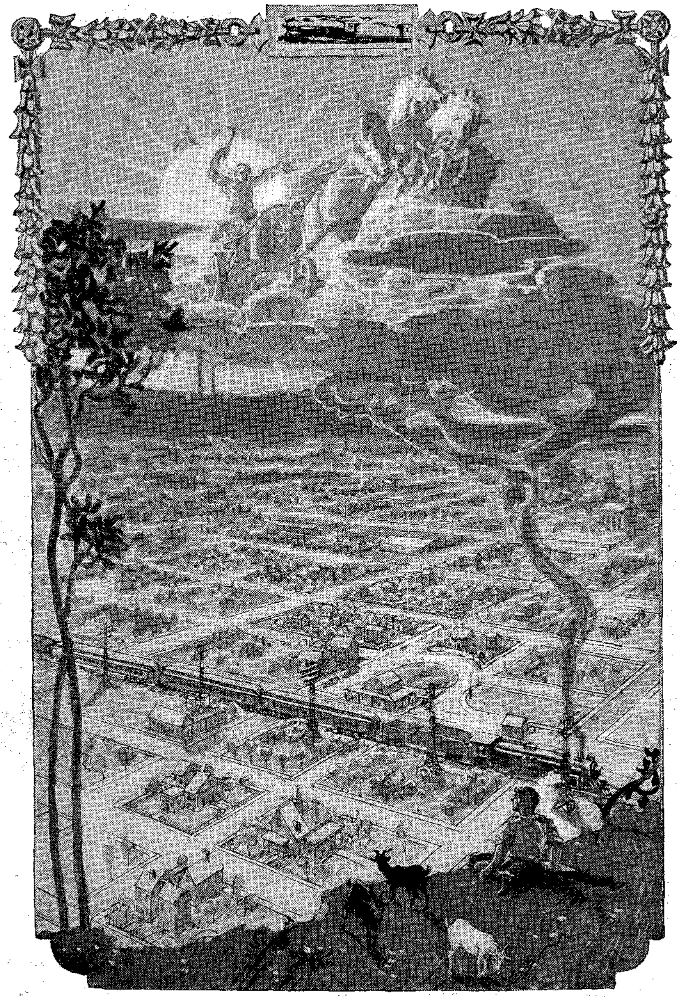


Something new under the sun

Thousands of factories have been erected in the South, but they have not brought about congested industrial centers. These factories lie apart—often on wooded hillsides and in smiling valleys. Nearby are the small and well-kept towns with attractive homes for the workers, and schools and playgrounds for the children.

Southern industry, turning natural resources into wealth, is wisely investing its prosperity in its people.

Small wonder that industrial towns and cities of the South are prosperous, and their people busy, healthy and contented.

Three-fourths of the mill capacity of the South's billion-dollar textile industry, which now takes more than two-thirds of the cotton manufactured in this country, is along the lines of the Southern Railway System.

The Development Service of Southern Railway System, Washington, D. C., will gladly aid in securing industrial locations, farms and home sites in the South.

SOUTHERN RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH

PERSONAL GLIMPSES
Continued

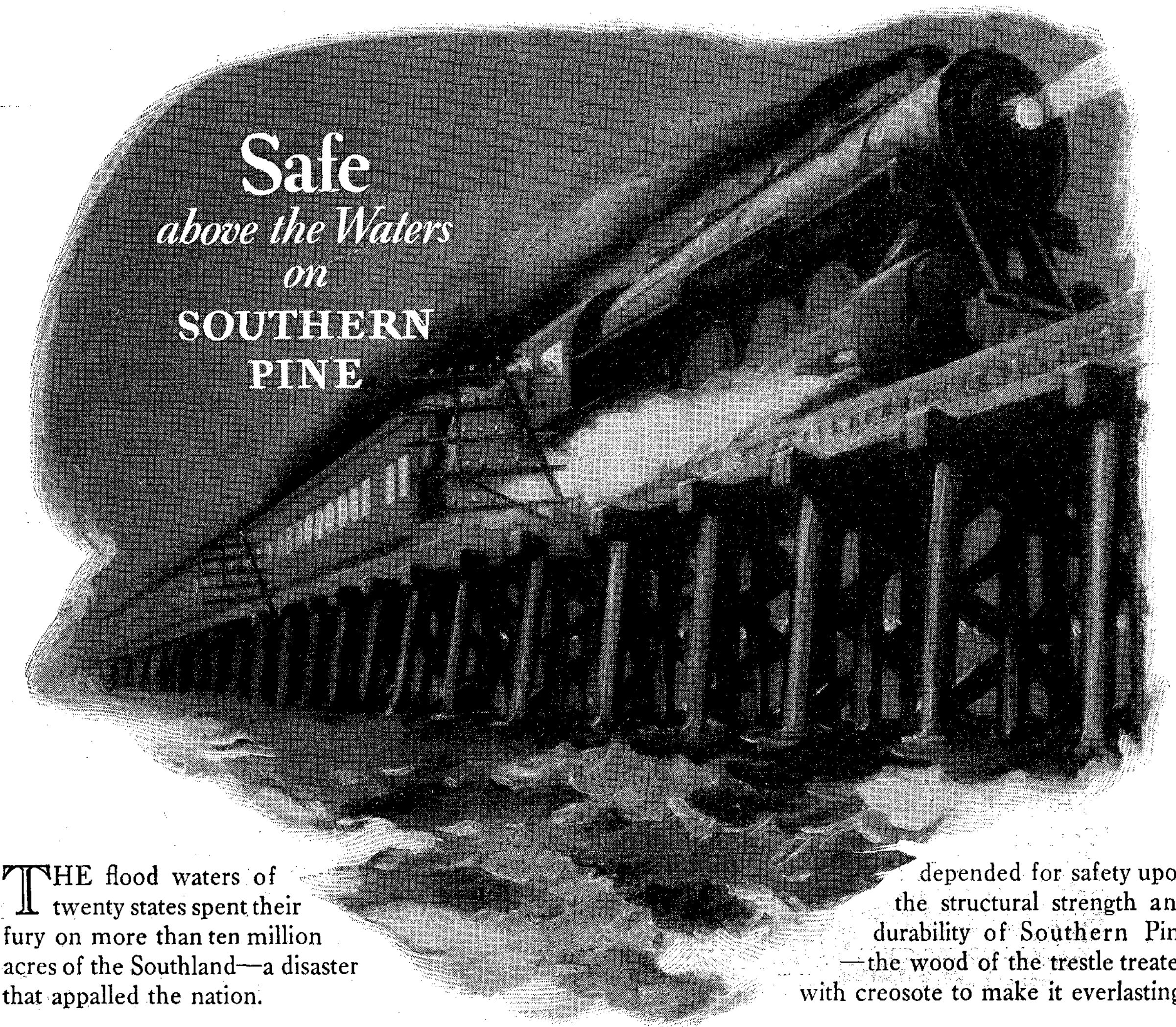
the plane took off Lieutenant Becker wa
piloting. The plane crashed almost immc
diately. It was in a similar plane on Apr
12, 13, and 14 last that Chamberlin and Be
Acosta set the world's endurance record o
51 hours 11 minutes and 25 seconds.

Chamberlin and Bellanca had also bee
planning to make a New York-Paris fligh
for several years. In fact, they had
tended to make the transatlantic fligh
before attempting the endurance fligh
Caution, however, persuaded them t
ascertain that their plane was capable
making the lengthy trip to the Parisia
capital. Both Chamberlin and Acos
became candidates for the job. Aga
Chamberlin seemed about to lose out
pilot on one of his long-dreamed-of flight
Then he performed the spectacular feat
landing on one wheel at Mitchel Fie
when half of the Bellanca's landing-ge
was broken in taking off, as recently r
lated in THE DIGEST. With him as passe
gers were two young girls, the daughte
respectively of Messrs. Levine and Jona
the latter the president of the Brookl
Chamber of Commerce, which had hung
a $15,000 purse for the pilots. Chamberl
got the job, Acosta graciously withdrawin

DICTATING FROM THE OCEAN DE

THE spectacle of a biologist pacing t
coral floor of the ocean, rolling
helmeted eyes in a fine scientific frenz
and telephoning his observations of stran
new fish that swim into his ken to a cal
stenographer in the big schooner far abo
his head, has recently provided both wo
der and amusement, we are told, for tho
unfamiliar with the ways of divers a
scientists. The naturalist in questi
was William Beebe, and he had just
turned to New York from the coral re
of Haiti, where he had been at the head
an expedition sent out by the New Yo
Zoological Society. A New York *Tim*
reporter who interviewed him writes:

> Stalking about the sea floor under six
> feet of water, Mr. Beebe studied stran
> fish through the glass window in his div
> helmet. Sometimes he scribbled his i
> pressions with a lead pencil on a zinc pla
> At other times he dictated into a telepho
> in his diving helmet to an assistant on
> deck of the four-masted schooner.
>
> It is perfectly feasible, Mr. Beebe sa
> to pace the ocean bottom and dictate
> a stenographer. It is absolutely essen
> for the sea-floor walker to get his impr
> sions recorded rapidly, especially w
> a fish of a new species swims into the div
> range of vision. Some of these have sco
> of characteristics which the natura
> desires to register before the fish can d
> away and force the scientist to depend
> memory rather than on absolutely c
> temporaneous notes.
>
> For this work an experimental teleph
> was installed in the diver's helmet by
> Bell Telephone Laboratories. It did
> work perfectly throughout the 100 d
> of ocean-bottom exploring, but it can ea
> be perfected, Mr. Beebe said, so t
> ordinary office routine can be introdu
> in ocean-bottom work.
>
> The life which Mr. Beebe found al



Safe
above the Waters
on
SOUTHERN PINE

THE flood waters of twenty states spent their fury on more than ten million acres of the Southland—a disaster that appalled the nation.

The South has surveyed the ruin and with a spirit that wins the admiration of the world turns to rehabilitation—rebuilding far better than before.

The South will rebuild with Southern Pine, its own wonderful wood, which has served it and the nation for a century and a half. And the millions of young trees now growing in the balmy Southern forests insure a future supply through the centuries to come.

Bridges, trestles, docks, dykes, homes, factories—structures of every kind in town and country throughout the flooded sections will call for billions of feet of long leaf and short leaf Southern Pine—the supreme structural wood of the world—supreme as proved by 130,000 Government tests—supreme as proved by 150 years of structural tests throughout the world.

Consider this test of Southern Pine:

So long is the trestle that carries the Southern Railroad above the waters of Lake Pontchartrain that the receding land fades from the view of the passenger on the observation platform before land is reached on the opposite side, five miles away. Here for 44 years human life and valuable property have depended for safety upon the structural strength and durability of Southern Pine—the wood of the trestle treated with creosote to make it everlasting.

Of risk there is none, because science in its exacting laboratory has determined the dependability of both long leaf and short leaf Southern Pine. Whatever your structure, whatever your need of wood in it—the dependability of Southern Pine is a matter of importance to you. Wherever you are, east of the Rocky mountains, your lumber dealer has Southern Pine.

Wherever you buy, you may buy with assurance, for there is now available from Southern Pine mills long leaf and short leaf Southern Pine that is Trade-marked and Grade-marked.

* * * * *

Southern Pine
What It Is—What It Is Used For

A valuable book, discusses the stresses to which the wood in your structure may be subjected, and recommends the correct use of Southern Pine. Recently published. Free. Send for it. Build of Southern Pine—*The Supreme Structural Wood.*

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NEW ORLEANS, LOUISIANA

SOUTHERN PINE—*THE SUPREME STRUCTURAL WOOD* OF THE WORLD

MEESTA MUNN, HE SAY TO ME

"Tony, you no can cutta deesa Kro-flite ball"

IT'S *deesa way.* I, Tony Spinella, cutta da grass on da golfa club. One day, Meesta Munn, he show me da new golfa ball he call a Kro-Flite.

"Tony", he say, "you no can cutta deesa ball".

"Meesta Munn", I say, "I no want to cutta yo' golfa ball".

"Tony", he say, "you no can cutta deesa ball even eef you do want to. What'sa mor', you can'ta drive no other golfa ball no farther, mebbe not so far".

So Meesta Munn he sock da golfa ball way ovra in da longa grass. He loosa da ball. He loosa da temp'.

I, Tony Spinella, stronga da arm, beega da mus', drive da lawnmow, heet da ball wid da sharpa blade. Da blade she br'ak, 'cause da ball she no can cut.

I loosa da temp'. I gatta crazy mad. I grabba da ball, I roosh to da secon' tee where Meesta Munn ees. I yell, "dare'sa you ball". I t'row eet on da groun'. I crazy mad. I grabba da club from Meesta Munn. I heet da ball wid beega da mus'. One, two, t'ree hunner yards she go. She roll on da green. She roll in da cup. I gatta da casa ginger ale free. I tella you, deesa Kro-Flite she's a greata golfa ball.

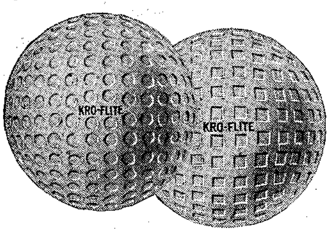
SPALDING wishes to state that Tony is right. For the first time in golf ball history, here is a ball which combines maximum durability with extreme distance. The Kro-Flite Ball cannot be cut—not even by the terrific guillotine, which has laid wide open every other ball ever tested in it. Nor can the Kro-Flite be outdriven by any other make of ball—foreign or domestic. The driving machine has proved that. Try the Kro-Flite, dimple or mesh. At your professional's, or sports dealer's. Write for booklet "Points about Golf Balls most golfers do not know." Address Sports Editor, A. G. Spalding & Bros., 105 Nassau St., N. Y. C.

Spalding KRO-FLITE

each 75 cents *Prices same in Canada.*

Guaranteed for 72 holes.

We absolutely guarantee replacement of any Kro-Flite Ball which is cut through or becomes unplayable from any cause in 72 holes of play.



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PERSONAL GLIMPSES

Continued

the Haiti coral reefs was rich enough to keep relays of stenographers and typists busy all day long. He found more than 280 different species of fish, large numbers of which never had been described before The waters near Haiti were practically unexplored, as far as the naturalist was concerned. Much of Mr. Beebe's work was done at night by the light of a 2,000-candle-power electric lamp, which was lowered to the ocean bottom. This attracted thousands of fish which were netted or scooped to the surface. At times the scientist found the water turbid and cloudy with myriad small forms of life, chiefly the organisms which built the coral reefs.

Now for some of the marvels that he saw. The same writer continues:

One of the fish most worth dictating about was a transparent creature which held in its interior an aquarium composed sometimes of as many as 300 living fish—nimble silvery things an inch or two long The big fish is a bell-shaped creature of cartilage and jelly. From the rim of the bell-mouth there hang down long tendrils, or fingers, each armed with a poisonous sting. These dart a deadly poison into most small organisms with which they come into contact. Killed or paralyzed, the victims of these stings are immediately swept up by the tentacles, or fingers, into the interior of the bell-shaped creature.

The little silver fish and one other species, Mr. Beebe said, were immune to this poison. They dash into the big fish's vestibule where a great eating contest takes place. The host apparently gets a small share of its kill, most of it being bolted by the guests.

The transparent fish, which is about a foot in diameter, moves through the water by opening and closing like an umbrella, taking its small fish as passengers. They swim in and out among the poisoned tentacles at will. If another fish menaces them, the whole school shoots into the hollow jellyfish which is at once their meal ticket, tour conductor, and body-guard.

Mr. Beebe wore an ordinary bathing-suit when he descended to the ocean bottom. The helmet, with its air and telephone connection with the surface, fitted over his head, leaving his feet and arms free and unprotected. He has worked this way among sharks and other species of bad reputation, and never has been nipt except occasionally by very tiny fish.

By long hours of watching through the helmet window, and in the live-fish tanks which he carried on the four-master, the naturalist traced a series of glassy fish which live by eating other transparent fish. The first of the transparent fish which dedicate themselves to building bigger and better transparent fish are minute shell-fish. Mr. Beebe explained that these were consumed by three-inch transparent ribbons called *Leptocephalus*, which grow up to be eels. Next comes a big crystal-clear shrimp which eats the transparent baby eels. The shrimps in their turn form the diet of big jellyfish.

Mr. Beebe found a small fish called the demoiselle, which made a complete change from head to foot at about the hour of six o'clock. In the afternoon the demoiselle wore brilliant yellow with brilliant blue beneath. In the evening the demoiselle gradually changed from a coal gray to dark vertical bands. Every scale appeared to have changed its hue. The wardrobe of this fish has baffled earlier tudents, who have described demoiselles ght at night as a distinct species from moiselles caught in the daytime.

On this expedition examination was made by many varieties of artificial light to discover if the demoiselle had any other surprizes in her wardrobe. No further distinct changes of costume were found. As the light varied, the fish inclined to blends of the afternoon and evening dress.

Most of the fish, we are told, were netted or scooped from the water as they swarmed to the light. Like birds or moths, they seem to be obeying some law of nature by which the powerful light automatically controls the steering apparatus of the creature through the nerves of the eye. And the influence of light was not always in the line of attraction. Sometimes it worked equally strongly in the opposite direction. As we read on:

"Some fish, however, are repelled by the light," said Mr. Beebe. "We got some by dynamiting. After an explosion they would sink and I would collect them from the bottom. We poisoned a few landlocked pools to collect species. I got some under water by shooting tiny harpoons at them at the range of a few inches from a Daisy air-gun. By these intensive methods we obtained the 280 species, altho in something like a hundred years of collecting only about three hundred have been collected in other parts of the West Indies where collectors have been busy.

"The expedition was sent out by the New York Zoological Society. There were ten of us most of the time. We lived in tents on the deck of the ship. We traveled under sail, but had an engine to furnish light and to run a refrigerating plant. One aim was to discover how cheaply such an expedition could be conducted. We found the cost very low indeed.

"One of the surprizes was that of taking 150 small tarpons in a green landlocked pool which was strong with sulfur. From here they escaped to the ocean at certain times when the tide rose. This was most interesting, as extremely little is known of tarpon breeding."

Commenting on Mr. Beebe's achievement, an editorial writer of the New York *Times* gives rein to his imagination, and in prophetic fantasy links up television with the naturalist's new idea—thus:

What next? Perhaps, when he studies marine life again on the spot, Mr. Beebe will take half the population of the United States with him electrically. He has but to connect his diver's telephone with a convenient broadcasting station, and, as some new, gaudy, impossible creature appears in the glare of his 2,000-candle-power light, give vent to his enthusiasm for the benefit of city apartment dwellers and gentlemen sipping their coffee in club lounges. But why stop here? Now that we stand on the threshold of television, the whole nation may yet see Mr. Beebe stalking among his finny discoveries and waving his arms as excitedly as resistant water will permit.

"—have you ever had a real 'vacation' appetite?"

Eat heartily—and enjoy it!

Motoring days bring "vacation day" appetites—and, consequently, very often Indigestion.

Who can escape the lure of the road stands that slap you in the face at every turn of the road?

So be prepared to help your stomach bear the abuse it gets by having handy plenty of Pep-O-Mint Life Savers when you take a trip. They really are a wonderful aid to tardy digestion.

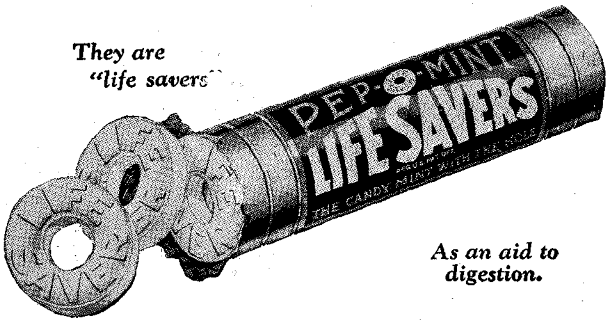
* * *

Indigestion is a miserable thing. So many people suffer this way. If they only knew that simple old method our grandfathers used—peppermint.

And now it is available in a new and really convenient form—Pep-O-Mint Life Savers; the little candy mints with the hole.

It sounds very simple and old-fashioned. But Pep-O-Mint Life Savers really do the trick. Try them after meals when that heavy, loggy feeling comes over you—or to relieve the discomfort of indigestion. Pep-O-Mint is displayed at all good stores; also Wint-O-Green, Cinn-O-Mon, Lic-O-Rice, Cl-O-Ve and Vi-O-Let. Five cents a package.

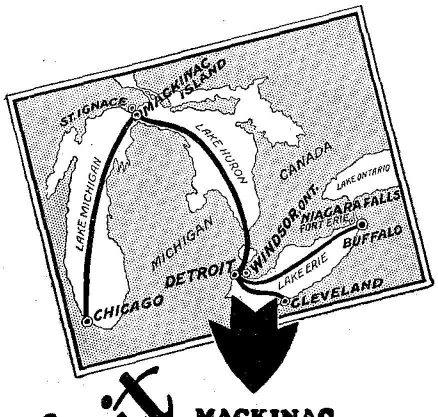
P. S.
Lots of folks are enjoying LIFE SAVER FRUIT DROPS, Orange, Lemon and Lime. Have *you* tried them?



They are "life savers"

As an aid to digestion.

Vacation days on the Great Lakes



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CLEVELAND and DETROIT Berth and meals extra	$3.50	$ 6.00
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Make Reservations Now!

For reservations or further information, address E. H. McCracken, Gen. Pass. Agt., Dept. 20, at Detroit, Mich.

DETROIT & CLEVELAND NAVIGATION COMPANY

D&C LAKE LINES Steamers

HOW "LINDY" WAS STOPT FROM FLYING HIS "PARTNER" CLEAR AROUND THE WORLD

HIS heart was set on it. His mind was definitely made up. His plan was to ride the *Spirit of St. Louis* in giant hops across Europe, across Asia, across the Pacific Ocean, across the United States, and thus back to New York and his starting-place. From that vaulting project, so characteristic of the supreme hero of the modern world, he was dissuaded, a New York *Times* correspondent assures us, by diplomatic authority representing the wishes of official Washington—dissuaded with the utmost difficulty, and ultimately only by what he, with his military experience, interpreted as a "command." Hence it appears that the "Lindy" who has won all hearts by the graceful diffidence with which he has walked through the tumultuous ceremonies of his welcome home has not been following his own original program, and may have been haunted at moments by a wistful vision of himself and his "partner" winging their way around this old planet, as might have happened had not Uncle Sam stretched out his long arm and brought home his ambitious boy. Here is the story as Edwin L. James unfolds it in a London wireless:

New York will not lessen the enthusiasm of its reception to Colonel Lindbergh if it knows how near its hero came to not being there on June 13.

It was a confidence at the time, but there can be no harm in telling it now. On Sunday morning, May 29, I had breakfast with Lindbergh at the embassy in Brussels. After the first good sleep he had had in four nights, he came down-stairs in tiptop shape and apparently just chockful of something.

When I asked him about how he was going home, he "sprang" it.

"I am not going back home on a boat," he confided. "I am not going back across the Atlantic."

He ate some more bacon, and then turning away from the table, he said:

"I am going to fly home across Europe, across Siberia, across Bering Straits, over Alaska and back to New York that way. I have been studying that route, and know I can do it. That is my plan, and I worked it out last night.

"They ask me to take my ship back on a boat. I will not do that. I am going to take it home in the air. I have not told any one else about this, and keep it quiet now. But see me in London to-morrow, and we will fix up an announcement."

The next morning I got a message saying that Lindbergh would be pleased if I would ride out with him to Croydon, where he was going to see if any damage had been done to his plane in the rousing reception he got from 100,000 Londoners when he landed that Sunday afternoon after his flight from Brussels.

As the car left the embassy at Prince's Gate, Lindbergh said simply:

"It's all off. I am going home on the boat and my ship is going back in the boat, and it's going in a coffin."

He snapt this out in a manner which showed that that was all he wished to say about it, and we went on to talk of other things.

Quiet inquiries later revealed that on Sunday night, after dinner, Lindbergh had informed Ambassador Houghton of his plan. The Ambassador demurred, but Lindbergh insisted. Mr. Houghton follow Lindbergh to his bedroom and unt early hours of the morning the Ambassador, having at heart what he considered flyer's best interests as well as the of millions of Americans, prest his against the fair-haired youth who did not wish to put his ship into a "coffin."

Finally, Lindbergh looked up and asked:

"Then you order me back across the Atlantic?"

"No, it is not an order, but you can assured that it is the wish of Washin and of those who have your best inte at heart," the Ambassador replied.

"That is the same thing as an order answered Lindbergh. "I have been in Army and know what that means. I go back, as you advise."

And so the *Spirit of St. Louis* went to Portsmouth to be boxed up, and a warship carried Lindbergh back home for his great reception. Had it not been f Ambassador Houghton's intervention, it quite probable that Lindbergh would not be flying eastward. It would have b easy, Lindbergh said.

Folks over here are still talking about how well Colonel Lindbergh behaved. But it was much easier for Lindbergh to be modest than to be otherwise. By nature he knew how to be modest. Had the impossible occurred and his modesty failed him, he would have been absolutely out of his element. But his modesty steered him right and straight.

One morning while he was in London I remarked to Lindbergh that it was greatly to his credit that none of the royal and popular honors bestowed upon him had turned his head the least bit.

"Well," he replied, "what if I did get a swelled head? I might fool somebody else, but I couldn't fool myself, and so there wouldn't be any real fun in it."

The more one thinks of the remarkable achievement of Lindbergh in his behavior in Europe—an achievement which in some respects equaled his feat of flying from New York to Paris—the nearer one gets to a conviction that the Lord had a share in what he accomplished. Figure it out and you can not find that he lacked one characteristic for the successful accomplishment of the rôle Providence assigned to him. He could not have been improved on if made to order by an omnipotent and discerning fate.

He must have been born to do what he did, and the fate that guided him through that Atlantic storm and told him not to turn back must have guided him amid his grateful reception of the applause of admiring and adoring Europe, which remembers Lindbergh as "That American Boy."

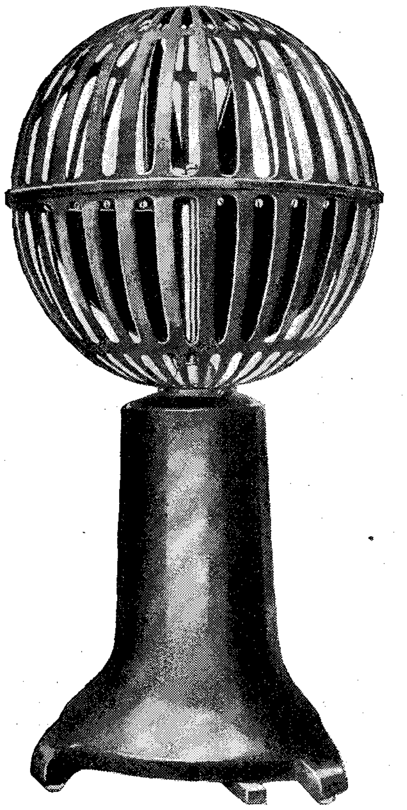
His modest smile has done more for the reputation and standing of the United States than all the diplomatic notes written through many years. In this connection, it seems apt to cite a telegram of congratulation sent to Lindbergh in Paris, which quoted Oliver Wendell Holmes:

> You hear that boy laughing—
>   You think he's all fun;
> But the angels laugh, too,
>   At the good he has done.

But it would not be to know Lindbergh to think of him as an affable, gentle-natured

SAVORY AIRATOR

Air-Diffusion—the Final Word in *Comfortable* Ventilation!



MOVE the little lever which starts your SAVORY AIRATOR. Instantly, the peculiarly shaped blades, whirling noiselessly around the al shaft, start drawing in fresh, unused, oxygen-laden air from *outside eathing zone.* They mix and blend this air within the globe, equalizing perature and humidity, then diffuse it gently—not only keeping you comble but giving your lungs pure, fresh, energizing air in gratifying vol- No drafts. No cyclonic blasts. Instead, *gentle diffusion of always-fresh air!*

he AIRATOR on your desk. It will not en flutter the papers! But it will move—and shen—the air. Connect it with any light socket y room in your home—place it beside your on your dining-table, next to your favorite g chair. Even on hottest summer days RY AIRATOR will keep your rooms cool and fresh, giving all a constantly-renewed supply of invigorating air—*and no one will complain of cold-causing drafts. Air-diffusion* which actually *circulates* the air—which does away with drowsiness and lassitude—is the final answer to your *year-round* problem of correct and comfortable ventilation. Ask your dealer about it.

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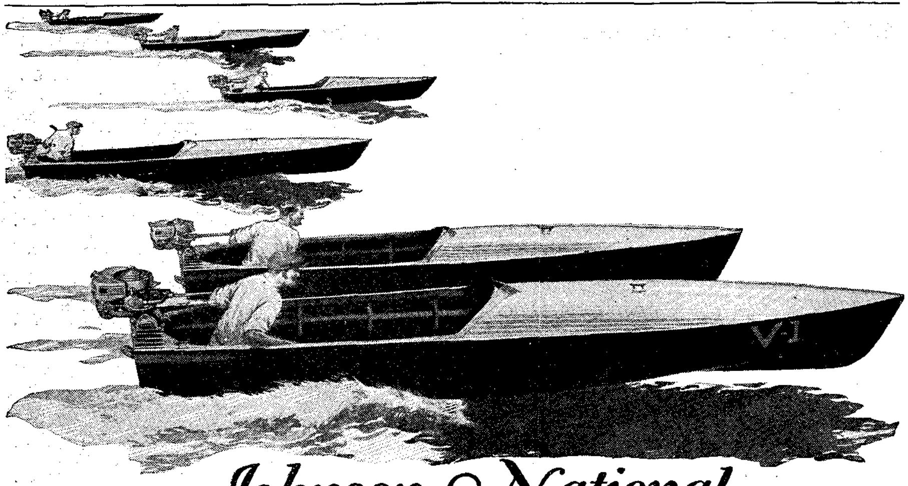

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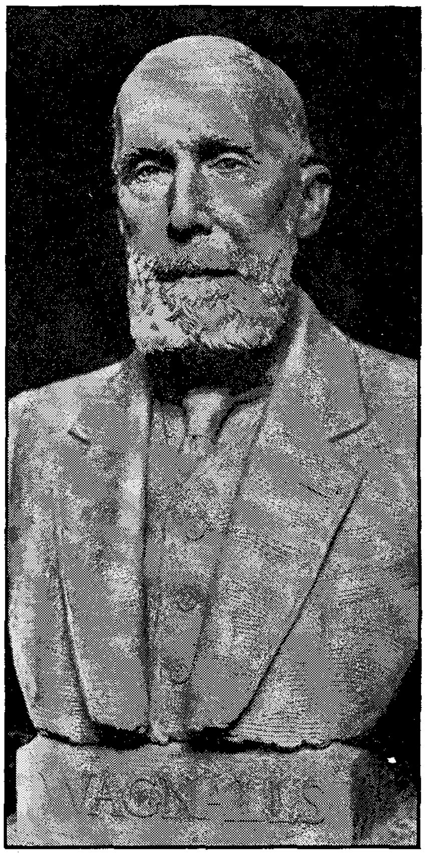


IN MEMORY OF MR. WAGNALLS

Modeled in bronze, this bust of the late Adam W. Wagnalls, once President of the firm of Funk & Wagnalls, was unveiled on Memorial Day at the Wagnalls Memorial, Lithopolis, Ohio, by his daughter, Mabel Wagnalls Jones.

youth. That is not all. He has a mind o his own. He did not smile when a moving picture magnate wanted to star him in a vapid love film. He used his doubled-up fist to good advantage at Croydon when a spectator snatched his helmet from him, and perhaps that spectator handed it back quickly because he saw Lindbergh's oth fist ready for action.

Lindbergh admitted later that he woul have smashed his "admirer" had he no got his helmet back. What the spectato did not know was that it was not Lindbergh's helmet. He had lost his own forty eight hours before while doing stunts ove Paris. He had borrowed the one he wore a Croydon, and promised to return it. H did so.

In the vast flood of Lindberghana occur a highly interesting disclosure abou "Lindy's" Swedish grandfather, th founder of the family in this country. W quote from the New York *Evening Post*

> If somebody had stept up to Capt Charles August Lindbergh a month ag and said, "How do you do, Mr. Mansson?" the trail blazer of the skies most likel would have given in reply an astonishe stare.
>
> Properly so, too, because Mansson i not his name—but it was his paterna grandfather's. And thereupon hangs little history.
>
> There is always, in every community somebody with a good memory for names even in Sweden, where names change s

rapidly and so drastically that it frequently is hard to keep up with them. So, when the news of Charles Augustus Lindbergh's accomplishment ran into Stockholm, the editor of a weekly magazine there, called *Vecko-Journalen,* which is more easily pronounced *Weekly Journal,* sat back and thought hard. The result of his thinking was a cable message to the flyer's mother, Mrs. Evangeline Lindbergh, inquiring about the forebears of the Lindbergh family. On her part Mrs. Lindbergh did some thinking and dispatched a reply that there was a Mansson a few generations back.

Then the tracing began and it established the fact that Captain Lindbergh is the grandson of Ola Mansson, who was one of the foremost figures in the legislative history of his day in Sweden. It was this grandfather who emigrated to the United States when his political career came to an end. He brought with him a son a year old, who was later to be known as Charles August Lindbergh, member of the United States House of Representatives from Minnesota and father of the man whom this country is waiting to greet. And this is how it all happened:

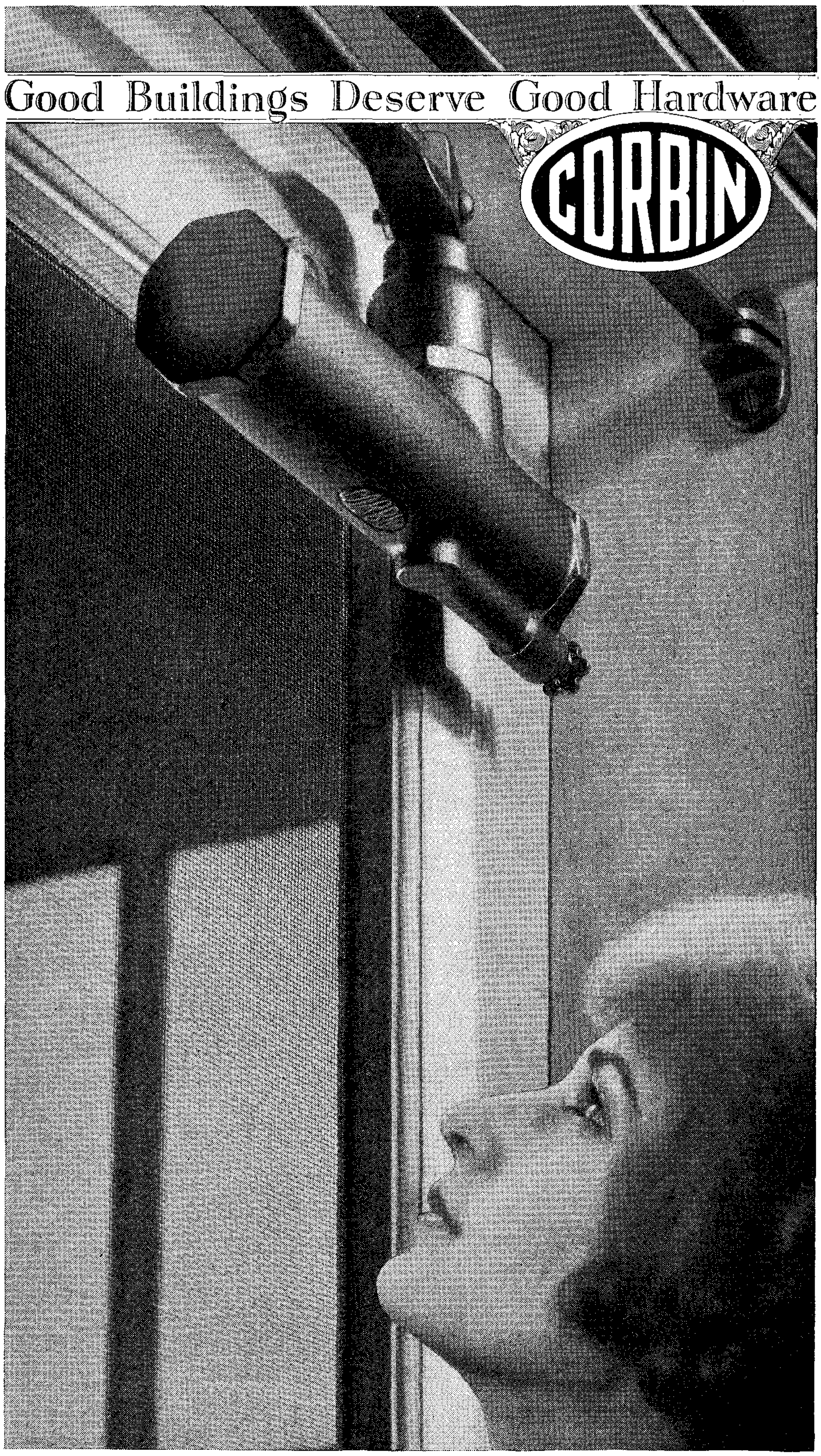
Ola Mansson belonged to the peasant class in Sweden. This class is not comparable to the peasants of Russia. In Sweden the peasants are the land-owning farmers, the agrarians. They are for the most part well-to-do, and they wield a tremendous influence in the affairs of the country. In 1847 Ola Mansson was chosen to represent his province in the Swedish Parliament. At that time, before the Constitution of the country had undergone a change, there were four Houses—the nobles, the clergy, the bourgeoisie, and the peasants. In the early sixties this was changed so that there are now two Houses, comparable to the Senate and the House of Representatives in the United States.

Ola Mansson took his seat and immediately began to violate tradition. It was the custom at that time for a new member to be seen but not heard. He was expected to postpone his virgin speech until his second term. This did not suit Ola Mansson's book, and, to the horror of the assembly, he took the floor early in the session. However, such was the man, even in his salad days, that he won over the traditionalists, and it was not long before his voice was heard frequently.

The Swedish Parliament met every other two years. By the end of the first session in which Ola Mansson sat, in 1848, he had established such a record that when the time came to choose again, in 1850, there was nothing to it so far as he was concerned. Indeed, he was so well thought of that a neighboring province likewise chose him, so that he sat for two provinces for several sessions. Committee assignments of an exceedingly important nature began to fall to him, and soon he came to be looked upon as the representative of transportation improvements throughout the kingdom.

He developed as an orator, and made good use of the accomplishment. In those days it was the custom of the different Houses of Parliament to make stated and highly formal calls upon each other during which the air was rent with language expressing reciprocal admiration. For the House in which he sat Ola Mansson generally did the vocal back-slapping. He was a bear on ceremony.

With his increase in years of service and growing importance, Ola Mansson developed a decided taste to run the show. He



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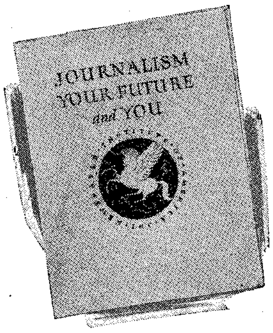

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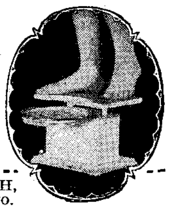

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PERSONAL GLIMPSES
Continued

is described as a man of naturally commanding presence, and he is said to have added to this an arrogant manner of handling his colleagues, which finally got him into hot water in 1858. And the Parliamentary session had ended. So had Ola Mansson's Parliamentary career, because in the elections for the next session he was not chosen.

His spirit was broken. Unwilling to remain where he had been, as he felt, humiliated, he gathered together his family, which included a year-old son, later to be the father of Captain Lindbergh. They moved to Minnesota. That State had not then become the haven of Swedish emigrés which it has since developed into, but there were a few of his countrymen to welcome him.

There he grew and prospered, and the son grew up. Mansson was found to be a difficult name to handle. It is pronounced "Monson," but there are no little doodads in English type to put over the letter "a" to make people obey that rule. Then a new idea developed itself.

Back in Sweden Ola Mansson had a brother who, for no reason at all except that he wanted to, shed the family name and adopted Lindbergh. This name is made up of two words, Lind, meaning linden-tree, and Berg, meaning mountain. Apparently the "h" was just put on to make it harder.

August Mansson became Charles August Lindbergh and later followed in his father's steps by becoming a member of Congress in this country.

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>
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>
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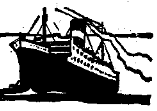

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the home and her employees. We will
n pay the staff, if desired, and render a
at the end of the month.

"Of course, as our work must be largely
an experimental character, there is no
ɔe of profit," said the president. "On
contrary, we must operate at a loss,
ich is made up by contributions. The
st we can hope for is to make it self-
porting."

Vhile this is a venture of society leaders,
h a considerable number of well-known
w York women enlisted in it, its services
not be restricted to those who are in
Social Register. Any woman who is
ing to subscribe to the rules and help to
r the expense of the training-school and
kitchen, we are told, may avail herself
he service. The long-suffering public,
vever, having seen many previous at-
pts to solve the "servant problem,"
ms rather skeptical about this one.
us the Philadelphia *Record* remarks:

> 'he paramount aim of the whole busi-
> s is to place such service on a par with
> er occupations in the business world,
> thus remove the stigma which attaches
> domestic occupations. On paper the
> eme looks very promising indeed. Only
> circumstance is omitted, but its ab-
> ce is ominous. What would these super-
> vants be paid? We really need not
> uble to ask, for the answer is obvious.
> oks, second maids, waitresses and nurse-
> ids placed on a par with business women
> l, of course, receive commensurate
> aries. And when the ordinary American
> ily can afford to have the living-room
> ted at $25 a week and up, with plenty
> up, then the cows will come home, the
> p come in, and Hades freeze over. Per-
> s this new system of training will pro-
> e domestic workers who will benefit
> seholds in the high income-tax area,
> that doesn't interest the average
> man on the doorstep, who is perfectly
> ing to limit working hours, to address
> incumbent as "Miss," and to have her
> e her meals out, but who can not cover
> footsteps with gold. Many another
> phet has come saying, "Behold I have
> solution of the servant problem in my
> d," when all he carries in that doubled
> m is a gold piece, a greenback, and an
> rsize bank-book.

more serious obstacle than expense,
vever, according to the Pittsburgh
ette Times, lies in the way of success.
that paper's opinion—

> t may be that under the system pro-
> ed the ranks of those willing to enter

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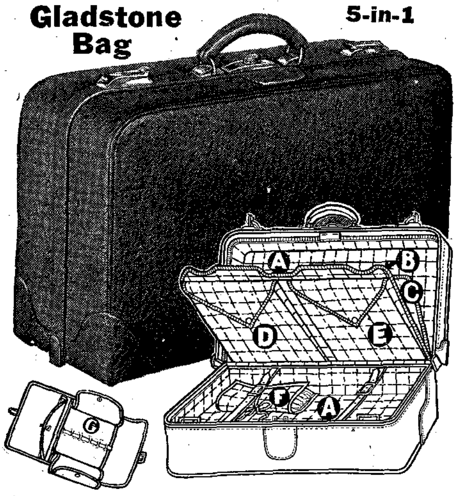

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PERSONAL GLIMPSES
Continued

domestic service may be recruited, but it is probable that the objection to employment in that work lies somewhat deeper than the long hours and the living-quarters which have been provided. It is the ingrained American attitude against anything that implies a hint of servitude that has decimated the supply of house help and has driven many who can not care for their own homes or meet the demands of the help that may be had to hotels or apartment houses. Any legitimate labor is honorable, and in the category housework is included; but, notwithstanding that, there is a prejudice against being a cook or an up-stairs maid by those who can secure other employment.

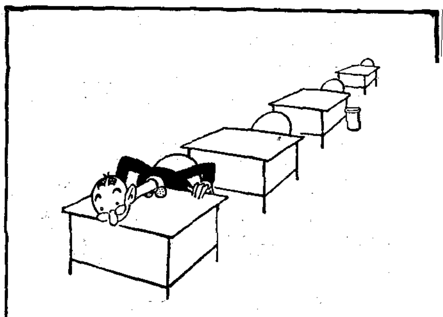
Venturing a little farther along this line of thought, the Columbus *Evening Dispatch* declares:

> Women who employ such help will have to learn that they must rise above the attitude of mind too often displayed by the "mistress" in her relation with the "servant." The woman employed for household services can not of course expect to share in the whole social life of the family, and no woman really fitted for such employment will want to do so; but the time has passed when a woman can keep the idea of superiority and inferiority always at the front in dealing with employed help and still get willing and efficient service. Possibly "Scientific Housekeeping, Incorporated" will find it advisable to do some rigorous educational work with housewives themselves, as well as with prospective helpers, in order to make the movement a complete success.

The Louisville *Times* is reminded of a fiction story in a popular magazine, some fifteen years ago, relating the experiences of a college graduate who specialized in domestic science and took a job as maid-of-all-work in a family of three at the then princely salary of $12 a week. She was a fine cook and pleased the man of the house, but the effect upon the mother and daughter, in their attempts to appear superior in the home, became tragic, especially when the maid spent her afternoon off addressing the local woman's club, of which her mistress was a member. "As long as the average housekeeper prefers inefficient service to the serve-yourself plan," the Louisville editor concludes, "there is little probability of domestic service becoming a profession."

Equally sad is the Philadelphia *Evening Public Ledger*, which looks back wistfully at the good old days when that city had perfect colored servants from Virginia and the Carolinas:

> That appears to have been a golden age below stairs in Philadelphia. Traces of it still remain. You can still hear the Virginia of old talking softly in some of the down-town streets, and the manner in which ancient butlers bow you into a few old-fashioned Philadelphia homes is the inherited manner of the South Carolina that will be no more. The negroes who grew up with Philadelphia families and became



Where's mine?

Lost—strayed—stolen! This game of "hunt the basket" gets on my nerve. Now you see it—now you don't. Never enough waste baskets to go around! Someone is always short. Ought to be one at every desk. Bright thought! I'll suggest it!

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part of them, and shared their pride, and had important and honorable places at their weddings and funerals, would have felt snubbed to the heart if any one had suggested that they be put apart in a professional class. Their own inherent pride, their unspoiled humanity, their humor and their habit of loyalty would have been in the way of any such bizarre procedure. They liked to do fine and pleasant things for people, and they liked, above all things, to do it with an air.

The same writer goes on to diagnose the causes of the present ills. The limiting of immigration, the prosperity of the factories, the increase in wages, the desire of everybody to rise and shine and own an automobile—these are some of them. Also—

> A great many people who acquired noney acquired with it a bad habit of onsistently imposing on servants an wareness of their inferiority in the social ating. This, more than anything else, has ad the effect of making any sort of domes-c service seem intolerable to young women f the newer generation. No matter what Irs. Boardman and the other New York omen can do, it will be difficult to find ood domestic servants through systems of rofessional training. The butlers and ooks and maids and footmen of old Phila-elphia are said to have been the best in the orld. And they had more than skill and aining. They had an inimitable sort of ace of mind and instincts of courtesy. hey had respect and a warm liking for their people." And their people had re-ect and a warm liking for them.

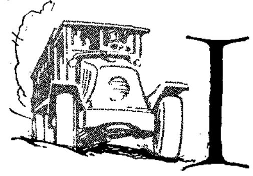
More hopeful is the view of the Washing-n *Post*, which thinks that Scientific ousekeeping, Incorporated, is facing in he right direction:

> For years heads of households have een complaining about the servant prob-em, but this is the first collective attempt o do anything about it. From the stand-oint of the master of the house, it repre-ents a creditable effort to supply a definite eed in a business-like way.

The dominant note, however, is one of essimism. Even for the ladies who sent ut an impressive document urging the Manchester *Union* to get Congress to estore the old system of unrestricted mmigration—even for them there is only a loomy reply. These ladies can't get 'hired girls," the editor remarks; "but ow about the hired girls not being able to et hired girls?" The editor closes with his brief sermon in the vernacular:

> Suppose the women who wish "ser-ants" carefully trained themselves to be mployers; suppose the employment agency hat advertises "trained servants," were atronized by the almost essential com-lement, "trained employers." Suppose act were not only a necessary possession f a butler, but of the people for whom he uttles. Suppose this fair lady peeping ut from behind her fan as the frontispiece f her learned dissertation, were to write et other dissertations upon the art of etting along with "servants." But she on't. She would not be read if she did. Ve sort of reckon that *it* is one of the things f the period that more and more "ladies" ill have to get along without "hired help" ith the same resignation that "hired help" ets along without hired help.

How Long is the Haul to Your Best Markets ?



IF YOU are a manufacturer whose product has what is commonly called "national distribution," the probabilities are that more of your goods are sold within a radius of 500 miles of the Port of Newark than in any other section of the United States.

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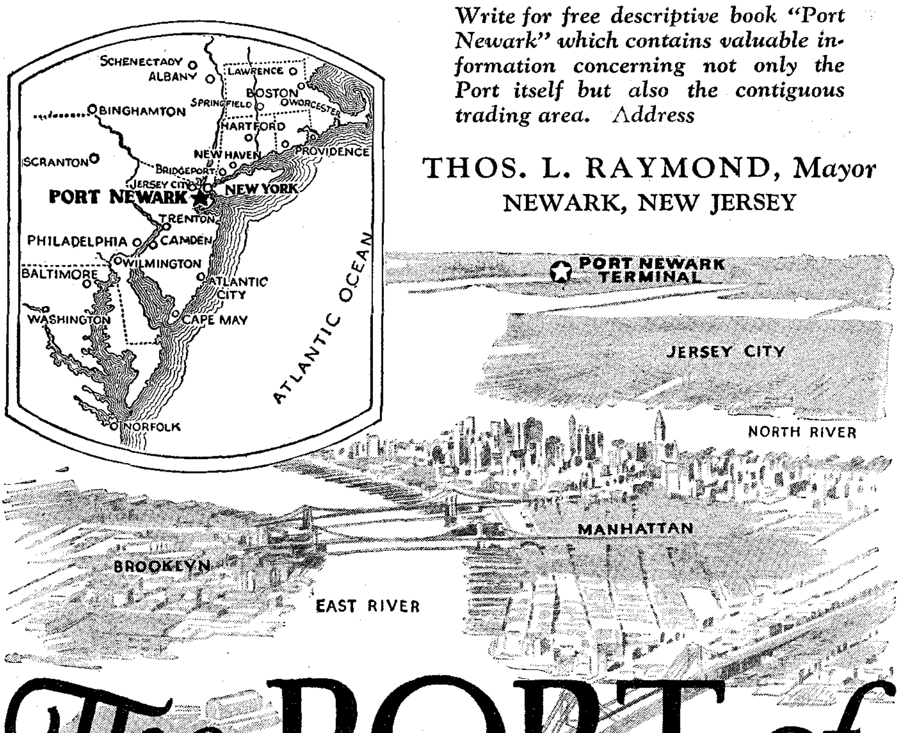

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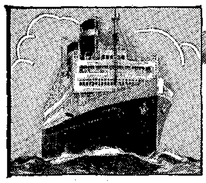

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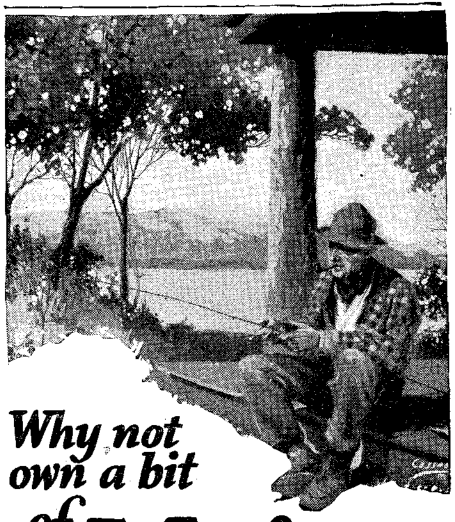

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INVESTMENTS ▾ AND ▾ FINANCE

WHAT LINDBERGH DID FOR BUSINESS

THE greatest service which Lindbergh actually did "was for international business," declares a writer in *Forbes*, having in mind primarily the awakened interest in commercial aviation, domestic and international. It occurs to the Pittsburgh *Sun* that "maybe Colonel Lindbergh has been selling not only international good-will, but airplanes as well." At any rate, officials of the Department of Commerce believe that the transatlantic flights have stirred up a foreign demand for American aircraft material, and are also increasing the activities of the aeronautics branch of the Department of Commerce. In Wall Street the New York Stock Exchange declared a special holiday on the day of Lindbergh's return to New York City, but tried to avoid the appearance of breaking a precedent by assigning as a reason for its action the risk which would surround the delivery of securities through the big crowds in the streets. One of the first effects of Lindbergh's flight, notes the New York *World*, "was to send up the stock of the Wright Aeronautical Corporation." Advertising men hailed Lindbergh as one of the leaders of their profession, because of the favorable publicity he created for his country, and also for the art and industry of aviation. Manufacturers of materials used in the flight or in the manufacture of the Lindbergh plane, and dealers whose products could be in any way related to the flight were prompt to seek the attention of the nation through advertisements in the newspapers and magazines. And other business men were no less quick to tie the name of Lindbergh or his airplane to products new and old.

Lindbergh himself has given free expression to his faith in the future of commercial aviation in this country. As he sees it, "aviation has reached the stage where the prospect of development of flying depends on money," and "what is really needed are capitalists who are willing to risk large sums on the future of aviation." He is also quoted as saying:

> In America we do not have subsidies. This means that in the United States it all depends on individual enterprise and competition. We are forging ahead, slowly, and it stands to reason that if, under our lack of subsidies, we can ever get a fair start, we shall, because of our vast resources and opportunities, far outdistance European aviation. That is looking into the future, but it seems to me to be a sound theory.

Lindbergh's significance to business seems to the writer in *Forbes*, Edward Marshall, "greater than that of any mercantile or financial magnate on either side of the Atlantic." American business men, he continues, have forgotten that until recently it took a week to get important letters across the continent, and that they now come in less than half that time by air mail—"after Lindbergh we shall have transocean air mail." We are told that:

> It is highly improbable that business-men, either in Europe or in America, now that Lindbergh has shown the feasibility of high-speed, non-stop transocean flight will tolerate much greater delay in the establishment of at least transocean air-mail lines.
>
> That is one thing which the Lindbergh flight is almost certain to mean to business
>
> Transocean passenger traffic probably will be the next step.

Eventually, Mr. Marshall goes on to say our railways and express companies "wil understand that air transport will hel them in the end, as the trolley, truck an bus are now helping them, but they do no see that yet." In Europe, where many cities are linked by air lines, we are told "the railroads have not suffered but hav benefited from the development of the a lines." And we read further:

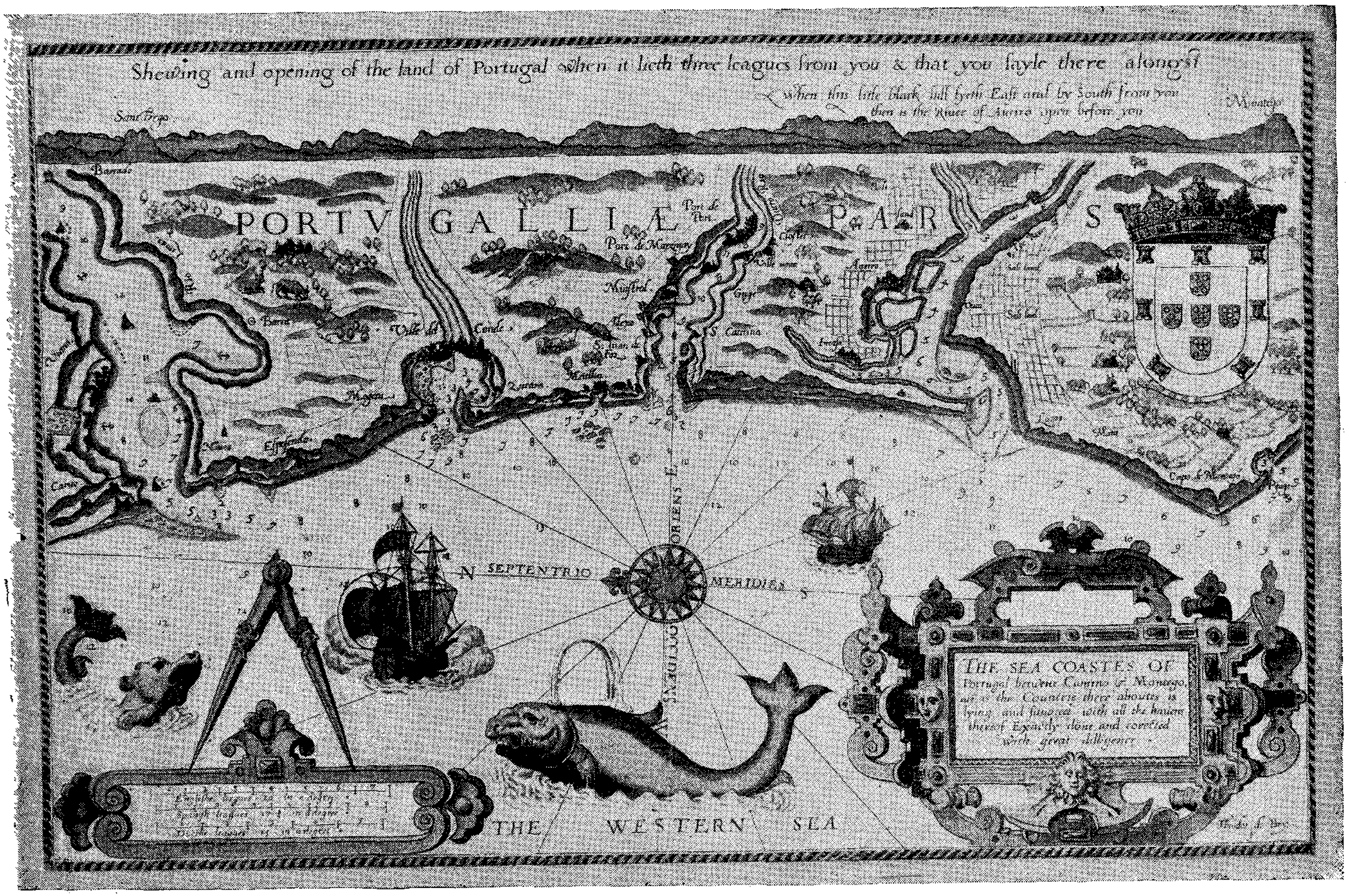
> Sir Alfred Yarrow, the great shipbuilde of England, and Gordon Selfridge, th American who went to London from junior partnership in Marshall Field's, Chicago, to become England's greatest merchant, both have told me they have come to expect all fast transport in the future to be aerial, and the slower surface facilities to be busier than ever. And surely these two are among the most practical of business men.

In this connection it is interesting to quote what H. H. Aishton, President of the American Railway Association, said recently:

> The railroads glory in the success of Lindbergh and Chamberlin as much as anybody. Any development of transportation is a boon to civilization, and if aviation can establish contact with foreign countries, it will be a great aid to the railroads through the development of new trade routes and centers.

An effort to distinguish between the imaginative outgivings of enthusiasts and the certain practical gain from the successful non-stop flights is made by the New York *Journal of Commerce:*

> Considered simply as a means of communication, the non-stop flight across th Atlantic is to be counted as little, if anything, more than a supplement to telegrap and telephone and already speedy steamship mail service.
>
> The flights have proved it possible for man to be in New York on one day and i Paris or in Berlin on the next. That fac can not be gainsaid and marks an advanc in travel and transportation that mus necessarily affect business and economi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THE WESTERN SEA

"Exactly done and corected with great dilligence"

QUITE likely, when the maker of the map reproduced above inscribed these words, he felt that the matter was definitely settled.

There it was, "exactly done," a true representation of the coast of Portugal, Anno Domini 1588. Nothing more natural than to assume that in 1788, or 5088, it would be precisely the same.

"Corected with great dilligence" meant only that a few details had been verified, that one or two things previously overlooked had been added, and that now, unless tremendous earth upheavals intervened, this map would serve for all eternity.

Today's maps might well, with a slight revision of spelling, bear the same inscription. But it would mean something entirely different.

For it would involve an idea that is proper to this age alone—the idea that a map must be kept up to date.

It would mean simply that here was a map of Portugal, or Illinois, or Texas, as it appeared in 1927. In 1929 you might need a new map altogether.

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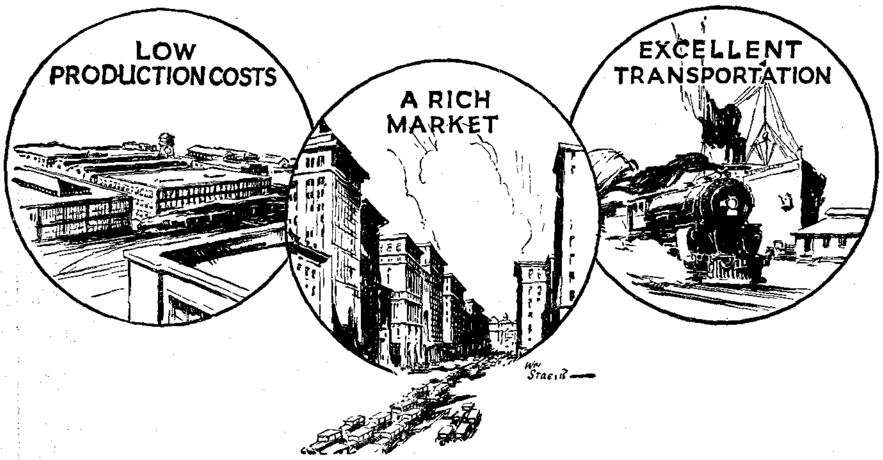


LOW PRODUCTION COSTS:

Labor in Georgia is 97% Anglo-Saxon—efficient, intelligent, adaptable and loyal. Cheap raw materials are plentiful and close at hand. Taxes are low. Building costs average about 20% lower. Low, cost, dependable power in abundance. These and many other factors bring greatly increased profit to those who manufacture in Georgia.

A RICH MARKET:

The South, whose purchasing power has trebled in the past ten years. A region whose tremendous resources are supplying new wealth to all its people. A region where diversified agriculture and manufacture have brought permanent prosperity. A branch plant location that offers an immediate market for output.

EXCELLENT TRANSPORTATION:

The railroads *serve* Georgia. They cover the state in a net-work of lines and afford excellent and interested service. Georgia's ports are modern, and are served by a steadily increasing tonnage of coastwise and export bottoms.

These are the bare facts you should know about this State. From our intimate knowledge of Georgia, we will be glad to give you the complete details as they apply to your business, entirely without obligation. Georgia Power Company, Atlanta, Georgia. New York Office, 120 Broadway.

Has Your Present Location these Assets?

- Low production costs
- Plentiful and adaptable labor
- Cheap raw materials
- Dependable and low cost Power
- Low building costs
- Low taxes
- Tax exemptions
- Community cooperation
- Growing market for product
- Adequate railroad service
- Modern port facilities

GEORGIA
POWER COMPANY
INDUSTRY PROSPERS IN GEORGIA

dealings between America and Europ While practical travel and transportatio by airplane may have to wait on muc development, the distances between th city and the capitals of France and Ge many have been traversed in less tha forty-eight hours, and that time of trans must; in business and economic relation be henceforth figured as a possibility. An as, in the past, all such reductions in tim of transport and travel have made fo progress in business methods and econom dealings, it is fair inference that the latest cuts in time will similarly result.

Altho, before the flights, as now, meetin of minds between persons in Europe a America was, by means of cable and te phone, immediately possible, business ma ters and economic dealings requiring fac to-face meetings and presence of parti concerned were necessarily subject delays running sometimes into week But these airplane achievements ha made possible almost immediate face-t face meetings, and thus have given busine and economic dealings an impulse to great speed.

Not only have the exploits of Lindberg and Chamberlin quickened world intere in aviation, writes H. B. Gauss fr Washington to the Chicago *Daily Ne* but their flights "may be expected to ha an immediate and favorable influence up the foreign demand for American aircra material, officials of the Department Commerce believe." It seems that with a week after the second jump across t Atlantic, the Department received tw cabled inquiries, one from Germany an one from Argentina, about the purchas of duplicates of the planes used in th flights, and quotations were furnishe within twenty-four hours. H. H. Kelly the Department's Automotive Trade Commissioner, is quoted by Mr. Gauss in th Chicago paper as saying that "the sale o American equipment abroad should b largely stimulated as a result of thes record-breaking exploits," for "Europ is getting a view of modern America airplanes and their equipment under th best possible conditions."

It seems that according to the Department reports only two American plane were exported in 1926, while total exports o aircraft engines and equipment amounte to only $500,000, Russia and Great Britai making the most important purchases, an the balance scattered in small amounts i Germany, Italy, Netherlands, Sweden Norway, France, and Spain. But "th total exports are steadily increasing eac year," says Mr. Kelly, "and the transatlantic flights may be expected to have a immediate and favorable influence upon th foreign demand for American aircraf material."

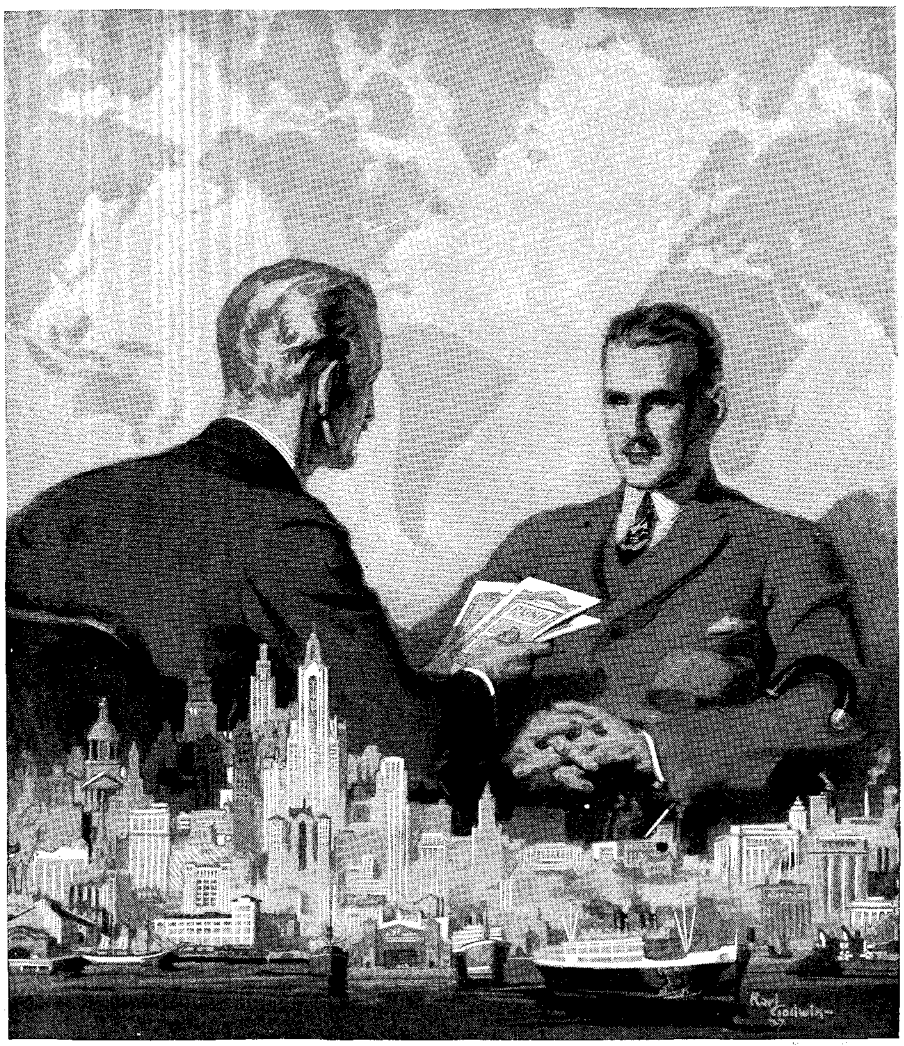
All that the advertising men of thi country have been able to accomplish i their years of organization, writes one o them to the New York *Times*, "pales int

Drury College Library
Springfield, Missouri

insignificance before the great advertising feat accomplished by Charles Lindbergh." Surely, he explains, "it is not too much to say that never in all our history has the United States been placed before the world in so favorable and attractive a light as it has been by this thirty-three and a half hours' flight so bravely accomplished by a youth hitherto unknown." Colonel Lindbergh, in spite of his own efforts to prevent commercial capitalization of his flight, has, we read on the financial page of the New York *Evening Post*, "become perhaps the greatest 'sales promotion expert' the country has known." It is not only that he advertised the United States—

> He also created favorable publicity for the art and industry of aviation. His trip over, as President Coolidge showed in his address in Washington, promoted the products of more than 100 manufacturers epresented in his airplane.
>
> He traveled, for example, in a Ryan monoplane equipped with a Wright Whirlwind motor, Goodrich Silvertown tires and Pioneer instruments. He used Gargoyle (the day after this advertisement appeared he stock of the Vacuum Oil Company went up on the Exchange). The wings of his plane were Valspared. In his pocket he arried a Waterman fountain-pen. In Paris he acquired a three-button sack-suit ke the Hart, Schaffner & Marx models sold at Wallach's.
>
> In commemoration of the event, *The St. Louisan* and *The New Yorker* of the Pennsylvania Railroad have been renamed *The Spirit of St. Louis.*
>
> Novelty manufacturers turned out Lindbergh flags and buttons and what-nots by the million. The flight stimulated the telegraph business to the extent of 55,000 messages delivered to him in Washington on one day.
>
> It has also been recorded in the styles of women's hats and dresses. A jewelry firm "hopes that when it comes time for him to select an engagement ring," he will take one of theirs.
>
> The music, theatrical, and photograph publishing businesses have also been stimulated by Colonel Lindbergh. Several dozen songs and poems have been written of him.
>
> St. Louis is hard at work reminding the world that the plane which Lindbergh flew was financed by its Chamber of Commerce, and is building a Lindbergh Flying Field.
>
> A Pullman car is being named after Lindbergh.
>
> The Lindbergh sandwich is on the menu of a Times Square restaurant.
>
> Quimperle, in Brittany, will soon have an Avenue Lindbergh.
>
> Has any enterprising manufacturer a good five-cent cigar?

Acknowledgement of what Lindbergh has done for the cause of aviation is made n the shape of a full-page statement signed by sixteen manufacturers of airplanes and aircraft materials. And similar advertising space in a New York daily was used to welcome the returning hero by a group of thirty-five "manufacturers and vendors of parts and materials used in the construction of the Wright Whirlwind motor" with which *The Spirit of St. Louis* s equipped.



—for helpful counsel

Solid knowledge of investment conditions throughout the world—close familiarity with bonds of all types—daily experience in meeting the needs of thousands of investors—all these are back of National City advice on bond investments. Representatives at any office listed below will gladly help you select good bonds for your available funds or advise you on your present investment holdings.

THE NATIONAL CITY COMPANY NATIONAL CITY BANK BUILDING NEW YORK

The National City Company
National City Bank Building, New York

Offices: Albany, Atlanta, Atlantic City, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, Hartford, Houston, Indianapolis, Jacksonville, Kansas City, Los Angeles, Louisville, Memphis, Miami, Milwaukee, Minneapolis, Newark, New Orleans, Oakland, Omaha, Philadelphia, Pittsburgh, Portland, Me., Portland, Ore., Providence, Rochester, St. Louis, Saint Paul, San Diego, San Francisco, Scranton, Seattle, Toledo, Washington, Wilkes-Barre, Montreal, Toronto, London, Amsterdam, Copenhagen, Geneva, Tokio, Shanghai

SOUP FOR BREAKFAST

¶21 families out of 11,232 eat soup for breakfast!

¶The fact may seem of little importance. But it tells something of the habits of American people.

¶In the long run people will buy only what they want or what they have come to believe that they want for their successful and happy living.

¶Of importance to the manufacturer and distributor of merchandise are the answers to the question: "What have people bought?" They present a picture of the distribution of past sales and sketch the possibilities for future sales.

¶A nation-wide survey has been completed by an independent research organization, in which trained reporters obtained interviews in 11,232 homes in 37 American communities. These cities were carefully selected from all parts of the country. In Zanesville, Ohio, every home was called upon and interviews successfully obtained in 68% of them—a very large percentage of interviews in a city of 30,442 population.

¶In each home the reporters were required to fill in the answers to fifty questions:

Did they own a car, a radio, an electric fan, a camera, fishing tackle?

How often did they eat soup?

Did they use canned or home-made soup?

Did they use package cereals?

What were their hobbies?

¶The results of the survey are now being published for the first time in a 190-page book, "Zanesville and 36 Other American Communities."

¶The results confirm the statement made by The Digest that the homes with telephones, one-third of the total number in the United States, buy two-thirds of America's advertised commodities. 71% of the families who use package cereals are in telephone homes. 79% of the automobiles are owned by families with telephones.

¶On the basis of the survey, we are now able to go further: the homes with telephones are the *first* to buy new things. Only 4% of the families have oil furnaces, but 86% of these are families with telephones. Only 21% of the families have electric percolators, but 88% of these are families with telephones.

¶The telephone is in itself an important factor in the life of the American people. It picks out from the community the people who are active, people who are past the stage of buying only bare necessities, people who make up the best market for all other commodities.

The Literary Digest

Advertising Offices: NEW YORK · BOSTON · DETROIT · CLEVELAND · CHICAGO

THE LEXICOGRAPHER'S EASY CHAIR

(TITLE REGISTERED IN U. S. PATENT OFFICE)

To decide questions concerning the correct use of words for this column, the Funk & Wagnalls New Standard Dictionary is consulted as arbiter.

Readers will please bear in mind that no notice will be taken of anonymous communications

aviation.—"C. A. L.," Saint Louis, Mo.—The rd is pronounced as if spelled "ay″ve-ay′shun," t "av′ee-ay-shun."

augur.—"R. B. T.," Alameda, Calif.—This rd is correctly pronounced *o′gar*—*o* as in *or*, d *a* as in *final*.

basically, basicly.—"G. L. A.," Palmyra, N. Y. The first of these is already in good usage. The fix *-ical* connotes "of, pretaining to, or like," d the shorter suffix *-ic* does the same thing. few adjectives in *-ic* form adverbs in *icly*, as *blicly*, but usually the adverb is formed from the ondary form *-ical*. The English make a dis- ction in the meanings of these suffixes which is accepted in the United States. See -IC and AL in *The New Standard Dictionary*. Of hundreds of adjectival forms with the termina- -*c* or *-ic*, there are four in which the adverb is ned by the simple suffix *-ly*—*publicly, politicly, olíticly*, and *franticly*, and the latter is usually tten *frantically*.

iography.—"E. W.," Wayzata, Minn.—The d *biography* has never been pronounced in a ionary with any other sound than the diph- ngal *ai* as in *aisle*, and the Lexicographer does think that you can find any justification for pronunciation *bee-og′ra-phy*. When *i* ends first syllable of a word, and the accent is on second, commencing with a vowel, it generally serves *its long open diphthongal sound*. A upt, foreign manner of pronouncing these ds may sometimes mince the *i* into *e*, but this arring to every just fonetic ear, and contrary the whole current of analogy. Besides, the el that ends a syllable and the vowel that ins the next one are, by pronouncing the *i* thongal, not suffered to coalesce, as they are to do if the *i* had the sound heard in *pin*. se who wish to pronounce correctly, and rding to analogy, ought to pronounce the first able of *biography* as the word *buy*, and not as were written *beography*.

ll the words related to *bios*, "life," are pro- nced in our speech with the diphthongal *ai*, withstanding the fact that the ninth letter of Greek alphabet is pronounced either as *i* in *it*, s in *machine*.

lack, white.—"L. L.," Bern, Kan.—*Black* ignates "the absence of spectral color, or of darkest of all colors; the *color* opposite to te." There are known to the color world different varieties of black. *White* means e luminous color seen when sunlight is re- ted without sensible absorption of any of the ble rays of the spectrum; that *color* which is oid of any tint and is the opposite of *black*." *ite* is known by 25 different variety names in color world. Technically the word *color* is tricted in meaning to the primary colors, which red, orange, yellow, green, blue, indigo, and let.

lepletable.—"H. S.," Salt Lake City, Utah.— e word *depletable* is correctly formed, but can be applied to property unless such as can be austed, as financial resources, or the ranks of an ny—which may be *depleted* by death or disease.

ly-leaf.—"C. K. H.," Eldorado, Ill.—The der's name for the sheets of white or colored per, *printed*, or *unprinted*, which are placed at beginning and end of a book. *Fly-leaf* is ined as: "A blank leaf at the beginning or end, t especially at the beginning of a book; the nk leaf of a circular, etc." It is formed on substantive, which is something attached by edge, and *leaf*, thus a leaf pasted to the cover. e term was first used by Clough in 1850. *Lining- pers* or, as termed in England *end-papers*, are sheets of which one-half are pasted on the ide covers of books.

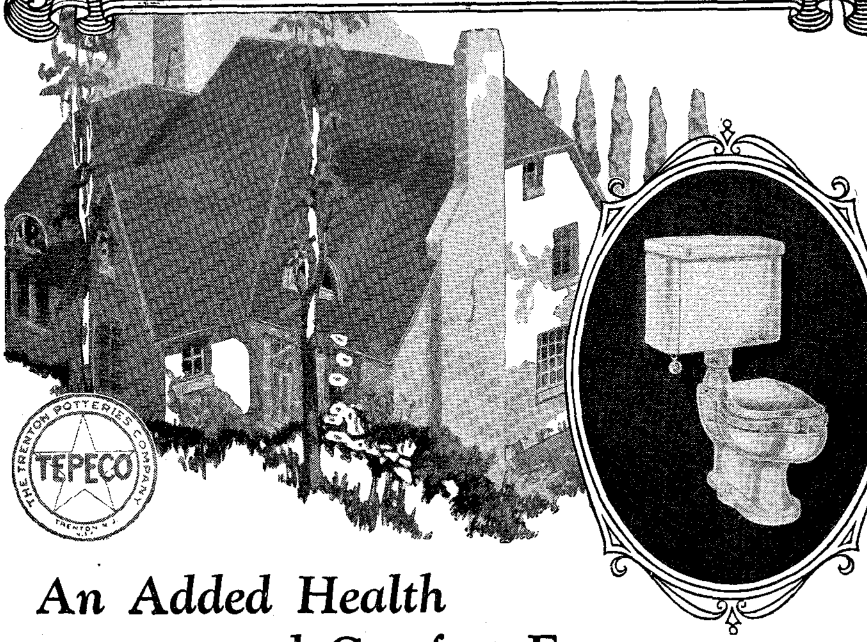
kill, slay.—"H. D.," Los Angeles, Calif.— *ll* and *slay* are synonymous. *Kill* is to deprive life, human, animal, or vegetable, with no ggestion of how or why. It is often used as a hemism. *Slay* is to kill with a weapon.

ove-feast.—"L. L.," Morenci, Mich.—(1) A nmon devotional meal partaken by the early ristians, originally culminating in the eucharist, separated from it in the year 391. (2) A newhat similar celebration observed in some dern churches, as the Methodist and Moravian. Any meeting of a festal nature terminating h a banquet.

Llewellyn.—"N. A. H.," Severn, Md.—The lsh name *Llewellyn* is spelled variously. *Llew* s the name given in Welsh genealogies to the g of the Orkneys who married King Arthur's er. *Llewel*, lightning, formed *Llywelyn*, which not very early in Wales, unless the *Sir Lionel* of nance is used to represent it. Among the manized Britons the name *Lion*, when adopted them, became *Llew*, so that beside meaning ghtning," it has been interpreted as meaning on."

A Welsh *Llewellyn*, spelled *Llywelwyn*, accom- nied Strongbow to Ireland. *Llywelyn* of Wales s a contemporary of King John. The spell- s *Lleweyan, Llewelyn, Lleweylln, Llywcyln*, and *wellyn*, are all in use and have literary support.

The Improved QUIET SI-WEL-CLO



An Added Health and Comfort Feature

TO the quiet operation and grace of outline which have made the Quiet Si-wel-clo the choice in homes of refinement there has been added a third feature of the utmost importance.

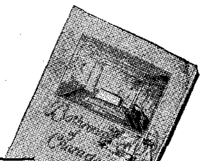
The Improved Si-wel-clo is unquestionably the greatest advance in water closet construction of recent years. It is the most comfortable, hygienic, sanitary and quiet closet that has ever been devised. The decided dip in the rim elevates the front and rear of the bowl opening, minimizing the possibility of soiling.

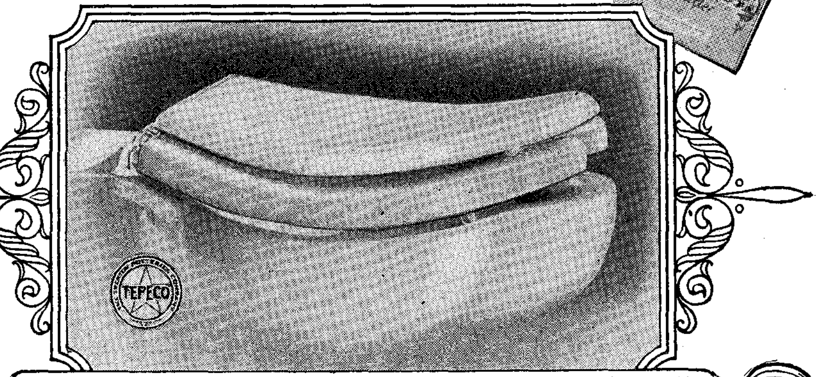
Besides the Si-wel-clo, your plumber can show you a wide assortment of closets, tubs, washstands, etc., from the most expensive to the least, yet each an example of the beauty, durability and high sanitary standards which characterize the Te-pe-co line.

The Trenton Potteries Company makes but one grade of ware—the best that we can produce—and sells it at reasonable prices. We sell no seconds or culls. Our ware is guaranteed to be equal in quality and durability to any sanitary ware made in the world. The Te-pe-co Trade Mark is found on all goods manufactured by this company and is your guarantee that you have received what you paid for.

Send 10 cents for the new edition of our plan book No. V-6, "Bathrooms of Character"

THE TRENTON POTTERIES COMPANY
TRENTON, NEW JERSEY, U. S. A.
Boston New York San Francisco Philadelphia
Export Representatives—115 Broad St., New York City





TE-PE-CO
ALL CLAY PLUMBING FIXTURES

THE SPICE OF LIFE

(TITLE REGISTERED IN U. S. PATENT OFFICE)

We'll Take a Hen.—FOR SALE—Ford roadster, self-starter; also 150 hens. 65c each.—*Salt Lake City paper.*

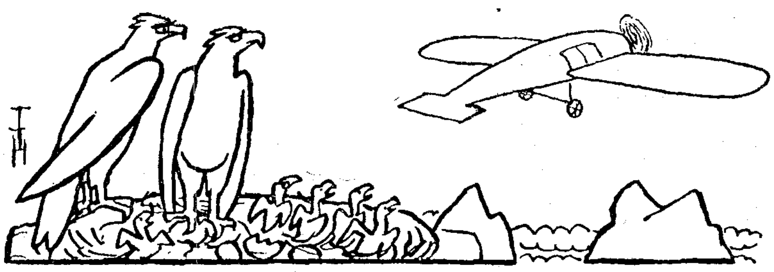
On the Air.—No one knows the anguish a heart-broken woman suffers. That is, no one outside of hearing distance.—*Arizona Kittykat.*

We Sincerely Trust Not.—
IS PROHIBITION A FAILURE
AT ST. PAUL'S CHURCH
—*Head-lines in a Collingswood (N. J.) paper.*

Congenial Souls.—"I do hate to play cards with a bad loser, don't you?"

"Oh, I don't know. I'd rather play with a bad loser than any kind of a winner."—*Ghost.*

Heroic Remedy.—Twice on the way across the choppy course he was seized by cramps. Each time he floated and succeeded in kicking them nine miles.—*Philadelphia Inquirer.*



"I can't think where that creature keeps its eggs."

—*Simplicissimus (Munich).*

Grave Oversight.—An empty medicine bottle, the contents of which have not been analyzed, was found in the burned clothes.—*Salt Lake City Tribune.*

Wig-Wagging.—Most of the family were at the parlor window watching the king and queen ride by. Suddenly the mother turned to her daughter. "Where's your auntie?"

"Up-stairs," came the reply, "waving her hair."

"Mercy," exclaimed the mother, "can't we afford a flag?"—*Boston Transcript.*

Whale of a Difference.—The supervisor of a Western railroad received the following note from one of his track foremen:

"I am sending in the accident report on Casey's foot when he struck it with the spike maul. Now, under 'Remarks,' do you want mine or do you want Casey's?"—*Everybody's Magazine.*

Tongue in His Cheek.—FIANCEE—"Robert, mother asked me to object to the use of the word 'obey' in the ceremony."

HE—"And what did you tell her?"

FIANCEE—"I said I'd let it stand. I told her you could take a joke as well as any man."—*Boston Transcript.*

Timely Alibi.—A reviewer says Roosevelt's humor was not typically American, if exaggeration is the American type of humor. It was not English, either, if understatement is the English type. It consisted largely in whimsically stating a thing so evidently true that it left the other fellow without a comeback. Chief Justice Taft recalled how Roosevelt invited Elihu Root to a White House luncheon. As Root began framing an excuse, the President agreeably said: "I understand you, Elihu; what you mean is that you will come if you have no subsequent engagement."—*Christian Register.*

Get Your Frying-Pan.—Serve cream mushroom sauce with fried children.—*Household hint in a Johnstown (Pa.) paper.*

Psychological Spot.—"Why are you scratching yourself, Doris?"

"'Cos I'm the only one that knows where I itch."—*The Humorist (London).*

Beats Lindbergh.—
ARCHITECT HERE ON
ST. JOSEPH'S WING
—*Bellingham (Wash.) paper.*

Seafood for All.—Fluorin does not occur in fruit but is found in all salt-water fish, especially bass, pigs' feet, oxtail, calves' foot, cauliflower, cabbage, cheese, goat's milk, raw egg yolk, cod-liver oil, Brussels sprouts, spinach, tomatoes and water-cress.—*Portland (Ore.) paper.*

Method in His Madness.—Capt. Charles A. Lindbergh hopped-off at 7:51, Eastern daylight raving time.—*Honolulu paper.*

Conning Herself.—A young girl came to the late Father Healey, of Dublin, and confessed that she feared she had incurred the sin of vanity. "What makes you think that?" asked her father confessor.

"Because every morning when I look into the mirror I think how beautiful I am."

"Never fear, my girl," was the reassuring reply. "That isn't a sin; it's only a mistake."—*The Churchman.*

Daredevil Stunt.—EDITOR-IN-CHIEF—"We're all ready for the big Sash-Waite trial now. Professor Jungfreud will write of it from a psychological standpoint, and in addition we're sending a minister, a Congressman, two playwrights, and three novelists. But I wish we could do something original, something different from what the other papers are doing. Have you any suggestions?"

CITY REPORTER—"Well, you might try sending a reporter."—*Life.*

Tested and Labeled.—"How old are you?" inquired the visitor of his host's little son.

"That is a difficult question," answered the young man, removing his spectacles and wiping them reflectively. "The latest personal survey available shows my psychological age to be 12, my moral age 4, my anatomical age 7, and my physiological age 6. I suppose, however, that you refer to my chronological age, which is 8. That is so old-fashioned that I seldom think of it any more."—*Success Magazine.*

How the Other Half Lives.—BROWN
"What do you do with your worn-o
razor blades?"

JONES—"I shave with them."—*Penns*
vania Punch Bowl.

Inquisitive Fido.—HENPECKED HUSBA
—"Where is your mistress going for t
winter?"

MAID—"To Palm Beach, sir."

H. H.—"Do you know whether she
taking me with her?"—*M. I. T. Voo D*

Getting There.—RETURNED TOURIST
his friend)—"Well, I like Paris and Ro
but the best part of the whole thing
the trip over. Don't miss that, whate
you do, if you go to Europe."—*Christ*
Register.

Life's Little Trials.—"Pa, what's
difference between a
and a pill?"

"I don't know,
son, unless it's that a
is high and a pill is rou
—is that it?"

"Naw! A hill is h
to get up and a pil
hard to get down.'
Boston Transcript.

In Demand.—
party who picked
black, white and
male hound puppy
Cedar Point Ro
about 15-mile po
Saturday afternoon, kindly get in tou
with Jackson's Meat Market.—*Ad in*
Mobile Register.

Close to Papa's Locker.—Probably t
youngest person on the Atlantic Oce
to-day was the daughter of Mr. and M
David Jones of Dayton, Ohio, who w
born aboard the steamer *Minnesota* while
route from New York to Paris.—*Ohio pap*

Socrates of the Sticks.—From t
Moreland (Kans.) *Monitor*: "I have be
criticized quite a little by some of the tov
'smart-alecks' for using poor gramma
Now I have three good reasons for th
In the first place, I don't know any bette
Second, half of you wouldn't understa
it if I did use it. Third, if I did speak a
write correctly, I might be managing so
big New York paper at a large salary a
you farmers would lose the best editor
Graham County."

Easy Range.—An immigrant was maki
his way across the Wild West in search o
man to whom he had a letter of introdu
tion. He came across a cowboy sitti
by the side of a track, and asked him if
could tell him where to find the man
whom he was looking.

"Does Big Joe live near here?" said t
immigrant.

"Nope," said the cowboy.

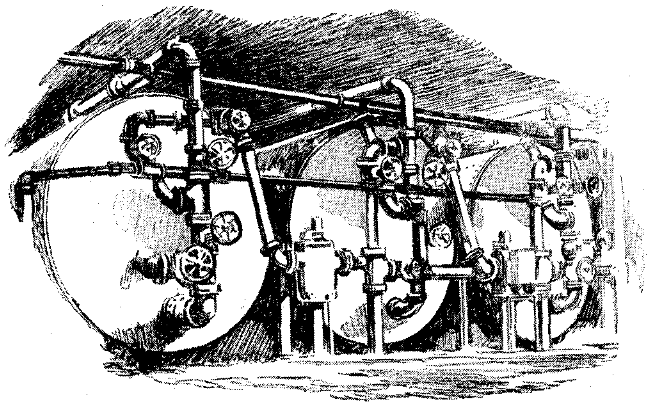
"Well, where can I find his neighb
Long Sam?"

"I'm Long Sam," said the cowboy.

"But they told me," said the immigra
"that Big Joe lived within gunshot of you

"That's right," said the cowboy, "
did."—*Tit-Bits.*

Carpenter
STAINLESS STEEL
Service



A Few Product and Industrial Uses for Carpenter Stainless Steels

Automotive
Bumpers, Lamps, Pump Shafts, Radiator Shells, Wind Shield Frames, etc.

Hardware
Tools, Tapes, Locks, Hinges, Screws, Nuts and Bolts, Push Plates, Shovels, etc.

Housefurnishings
Kitchen Utensils, Oil Stove Burners, Oven Linings, Stove Trim, Cutlery, Electrical Appliances, Hot Water Tanks, Washing Machine Parts, etc.

Oil Industry
Valves, Tubes and Tubing, Still Fire Plates, Plugs, Parts, etc., Turbine Blades, Burner Tips, Bubble Trays and Caps, Wire Screens, etc.

Rubber Industry
Tubes for Handling Solvents, Solvent Recovery Equipment, Pump Liners, Special Equipment, etc.

Sporting Goods
Gun Barrels, Fishing Tackle, Golf Clubs, Hunting Knives, Ice Skates, etc.

It is now commercially practicable and economically possible to use Carpenter Stainless Steels for all conditions requiring (1) tremendous strength, (2) resistance to corrosion, high temperatures and pressures, and erosion and abrasion, and (3) the ability to take and retain permanently a highly polished finish.

*Is Stainless Steel Too Expensive for General Use?

equently business executives, considering Stainless Steel r parts of their product where sistance to corrosion, erosion, r high temperature, is impornt, stop short when price is entioned—and miss the values nd savings which so far outeasure cost as to make it a inor consideration.

he petroleum industry, for exmple, is rapidly discovering at the use of high pressure alves in which vital parts are enuine Stainless Steel is econmy of the first order, eliminatng many replacements — and ore important, saving terrific me and production losses used while such replacements e being made. The higher rice of Stainless Steel fades to insignificance—indeed it becomes an infinitely *lower price* when viewed in the light of such experiences.

And so it is in many industries Stainless Steel holds the key to marvelous opportunities for product improvement—and Carpenter Stainless Steels, perfected after long experience, are unquestioned leaders in the field of progress. Leaders, too, because Carpenter Stainless Steel Service is ever ready to work hand in hand with manufacturers to overcome any difficulties incident to their experimental work in this enduring metal.

When you think of using Stainless Steel—call upon Carpenter Stainless Steel Service—and your problem will be greatly simplified.

* Carpenter Stainless Steel Service helps executives to answer the question as to whether Stainless Steel can be used economically either as part of manufactured products or as part of plant equipment. Our metallurgists are prepared to give helpful counsel in *where* and *how* Stainless Steel can be used to advantage and will gladly give the benefit of their experience in drawing, stamping, welding or otherwise working Stainless Steel. Executives interested in using genuine Stainless Steel are invited to take full advantage of this service.

THE CARPENTER STEEL COMPANY · ALLOY AND TOOL STEELS EXCLUSIVELY
READING · PENNSYLVANIA

$30,000 in Cash Prizes

Find Six Keys to the popularity of Coca-Cola

Through a national survey the public has given us six outstanding reasons why everybody likes Coca-Cola. They are being illustrated and presented in Coca-Cola advertising between the first week in May and the middle of August—in many newspapers and in each of the following weeklies (one "key" to each advertisement): The Saturday Evening Post, Literary Digest, Liberty, Collier's Weekly, and Life—in posters and outdoor signs throughout the country, and in the show window displays and the soda fountain and refreshment stand decorations of the many thousands of places that serve Coca-Cola.

Two of the "keys" have already appeared, but you can still enter the contest by checking back and finding them. You'll find the third "key" on the opposite page. All will be easy to find—if you keep your eyes open to Coca-Cola advertising.

Just three things to do:

1. *Find and write down the "six keys" and tell where you found each one.**
2. *Pick out the one key that appeals to you most and tell in one paragraph why it is a good reason for the popularity of Coca-Cola.*
3. *Then write an answer (in one paragraph) to this question:*

Other than magazine and newspaper advertisements, what Coca-Cola advertisement (a wall, poster, red sign or any one of the various pieces used to decorate show windows, soda fountains and refreshment stands) best illustrates or presents to you one or more of the "six keys"? Tell why—and also where you saw the advertisement.

For the correct naming of the "six keys" and the best answers to the two questions, the following cash prizes will be awarded:

1st prize	**$10,000**
2nd prize	**5,000**
3rd prize	**2,500**
4th prize	**1,000**
5th prize	**500**
10 sixth prizes (each)	**100**
20 seventh prizes (each)	**50**
200 eighth prizes (each)	**25**
400 ninth prizes (each)	**10**
A total of 635 prizes	**$30,000**

RULES

*Do not mail any entry before the first week in August. You must see all "six keys" before you can write correct answers, and the final "key" will not appear until then. Contest closes August 25, 1927. All entries must be mailed by midnight of August 25, 1927. The contest is open to everybody except those connected with The Coca-Cola Company, a Coca-Cola bottling company, or their families. Write on only one side of paper. Use typewriter, pen or pencil, but please write plainly. Write your name, occupation and address plainly at the top of the first page of your entry. Prizes will be awarded strictly on merit, including the correctness, neatness and clearness of your answers. All answers become the property of The Coca-Cola Company and may be used in advertising or otherwise. None will be returned.

Address all answers to CONTEST JUDGES
The Coca-Cola Company, Atlanta, Ga.

Announcement of the winners and awarding of the prizes will be made as soon after the close of the contest as the judges can complete their work.

The judges will be three former Presidents of the International Advertising Association (formerly Associated Advertising Clubs of the World) and the President of the Coca-Cola Bottlers' Association, and their awards shall be final.

CURRENT ▾ EVENTS

FOREIGN

June 8.—A large demonstration against Poland, growing out of the assassination of the Soviet Minister to Warsaw, occurs in front of the Polish Embassy in Moscow, and many people are injured.

Clarence D. Chamberlin and Charles A. Levine are received by President von Hindenburg, entertained by Chancellor Marx, and are the guests at dinner of Ambassador Jacob Gould Schurman.

June 9.—Premier Poincaré informs the French Chamber of Deputies that he hopes to get better debt-settlement terms from the United States, particularly as he realizes, he says, that the French Parliament will not ratify the accords with the United States and Great Britain in their present forms.

Clarence D. Chamberlin and Charles A. Levine are the guests at dinner of Minister of Transport Koch, which is attended by other high government officials.

Defensive measures are relaxed by the authorities of the international settlement at Shanghai, and the barbed-wire barriers used to prevent mobs from looting the settlement are partly dismantled.

June 10.—Twenty "White Russians" are executed by order of the Russian Soviet Government following a midnight trial in which they were tried and convicted on the charge of being spies in the pay of Great Britain.

Clarence D. Chamberlin and Charles A. Levine are entertained at luncheon by Lord Mayor Boess of Berlin.

June 11.—Orders have been issued for the withdrawal of all the American naval forces landed in Nicaragua during the recent civil war, it is reported from Managua.

Sir Robert Hodgson, who was head of the British mission to Moscow, officially denies that the British have been plotting against the Bolshevist Government, and charges, in turn, that the British representatives in Russia were continually hounded by spies of the Bolshevist Government.

June 12.—Clarence D. Chamberlin and Charles A. Levine pay a brief visit to Baden-Baden, Germany.

With the arrival at Shanghai of 1,150 more American marines, the United States assumes a position second only to that of Great Britain in defending foreign interests in China. Dr. Wellington Koo, Minister of Foreign Affairs, formally protests against the dispatch of American marines to Tientsin.

June 14.—Dispatches say that a severe censorship has been imposed on the press in Moscow, that extra military precautions are being taken, and that the number of shootings in reprisal for the assassination of the Soviet envoy at Warsaw now exceed 100.

Returns to date in the Irish Free State election give 45 seats to the Government; 44 seats to Fianna Fail, De Valera's party; and 22 seats to Labor.

The Cantonese Armies north of Hankow are reported overwhelmingly defeated and retreating to the south of th Yellow River.

Jerome K. Jerome, novelist and play wright, dies at Northampton, Englan He was sixty-eight.

DOMESTIC

June 8.—While families are evacuatin their homes in some sections of Arka sas, Missouri, and Illinois before th threat of a new flood, families of th flooded Louisiana territory slowly co tinue to return to their homes.

June 10.—The cruiser *Memphis*, with C Charles A. Lindbergh aboard, ancho off Piney Point, Maryland, in t Potomac River, preparatory to the tr to Washington, where Colonel Lin bergh is to be officially received.

Addressing the thirteenth meeting of t Business Organization of the Gover ment, President Coolidge predicts surplus for the current fiscal year endi June 30, of $599,000,000, and another $338,000,000 for the fiscal year endi June 30, 1928.

June 11.—While all Washington celebrat his return, the nation's welcome officially tendered to Colonel Lindber by President Coolidge, who also stows upon the great aviator the D tinguished Flying Cross.

Former Gov. John M. Parker of Loui ana announces that his task as Flo Relief Dictator is completed, and pa his thanks to all those who have co tributed toward assisting the strick people.

June 12.—Colonel Lindbergh rides befo approximately fifty miles of cheerin people in Washington, lays a wreat on the tomb of the Unknown Soldie and visits the war-maimed in th Walter Reed Hospital.

June 13.—Colonel Lindbergh is welcome to New York with a tremendous ovatio and receives the Medal of Valor of th City of New York from Mayor Walk and the State Medal of Valor fro Governor Smith.

President Coolidge starts for the summ White House in the Black Hills of Sout Dakota.

June 14.—In an address at the dedicatio of Wicker Memorial Park, North Tow ship, Indiana, President Coolidge mak a plea for "practical idealism," an says that altho "our institutions a sound and our social system is correc we are still a great distance from wh we would like to be."

Colonel Lindbergh is the guest of Ne York City at a dinner in the Comm dore Hotel.

Crime Wave Analysis.—Outwardly cal and with no apparent emotion, Maria Myers, ex-university co-ed, heard Circu Judge Beck sentence her to thirty da in the State penitentiary yesterday for h attempt to rob a bank here February She had firsts, 43½c; butterfat, stead medium, eggs, 1c lower, 17c.—*Vermili (S. D.) dispatch in a Longview (Wash paper.*